Sales Management THE MAGAZINE OF MARKETING



SURVEY OF BUYING POWER

NEW EXCLUSIVE ESTIMATES

POPULATION RETAIL SALES EFFECTIVE BUYING INCOME

DATA ON INDUSTRIAL POTENTIALS

Contents Subject Indexes
Foreword and Typical Uses
Industrial Data Section
Farm Market Section
Growth Trends
Leading Counties Section
Metropolitan Areas Section
Summary of All Data
County City Section by States
Territories and Canadian Section
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MAY 10,1955

ADDITIONAL COPYRIGHTED DATA

COMPILED BY Sales Management for

All 233 Metropolitan County Areas

in the

Greensboro News and Record

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SURVEY OF BUYING POWER, MAY 10, 1955

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SOURCES

Population and Households: 1950 Census of Population and 1950 Census of Housing with projections to 1955 by SM based upon government and private studies.

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Effective Buying Income: 1954 Estimates by SM based upon government national data on disposable income. Census data on median income, Federal tax collections, income payments by state, relationships of retail sales and income, etc.

Retail Sales: 1948 Census of Business and projections to 1954 by SM based on Department of Commerce national sales data, sales tax collections, Federal Reserve data.

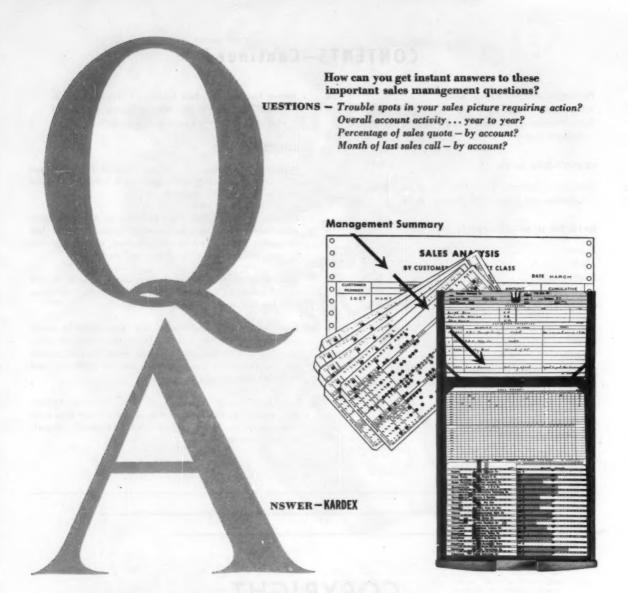
Industrial Data: Number of plants and "value added by manufacture" from 1947 Census of Manufactures with the latter projected to 1954 through analysis of Social Security payroll data for 1949-1953; Census Bureau data for 1950-1953, and BLS data through 1954.

Gross Cash Income from Farming: 1950 Census of Agriculture projected to 1954 by state data or cash receipts from farm marketing by the Bureau of Agricultural Economics. Department of Agriculture.

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(Arranged alphabetically by states, territories and Canadian provinces)

EXPLANATION OF CERTAIN COLUMNS

- U.S.A. cities included (indented under county names) are those which had retail sales of more than \$10,000,000 in 1948.
 Numbers following certain county names refer to the Metropolitan County Area of which the county is a part. See pages commencing 158 for alphabetical list of these areas and their code numbers.
 The estimate for families is synonymous with "private households."

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MAY 10, 1955								5

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If your company is interested in investigating the possibilities offered by these vast untapped market places of merchandising, your first step should be to consult SALES MEETINGS' Directory of Conventions & Trade Shows. Perhaps this is one of the answers you seek to develop sales through dealers & distributors and even directly to the consumer.



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To secure a full understanding of this Survey, read these introductory articles before attempting to use the state-county-city-metropolitan area data pages. They explain the methods and techniques used, meaning of the headings, the sources, limitations if any, and illustrations of how the data are used by subscribers in solving a variety of sales and advertising problems.

More than a quarter of a century of development and research lies behind the 1955—or twenty-sixth issue of the Survey of Buying Power. Possibly the greatest tribute to the service rendered by the Survey over these years is the simple fact that over \$200 billion worth of goods and services is now distributed annually by American companies using the Survey in whole or in part for the establishment of sales quotas.

The widespread use of the Survey of Buying Power to indicate the regional distribution of our economic resources confers a heavy responsibility on the editors and research staff of SALES MANAGEMENT. Our estimates must pass the most rigid tests imposed by the various official Census inquiries, must stand up under the informed scrutiny of every Chamber of Commerce and local planning commission in the nation and, finally, must meet the pragmatic test of realistically indicating the regional demand for the products of American industry. It is a truly sobering thought that if we were wrong to a significant degree, so many would be wrong with us!

Every year the work required for the Survey underlines for us the vastness, variety and divergences of the United States, and how rates of growth and decline in economic activity differ from region to region, from industry to industry, and from market to market. It is our proudest boast that we can, as we have in the past, measure these changes while they are in the making, and incorporate them in the Survey of Buying Power as a "census brought up-to-date." This issue particularly will be subject to a census check when the results of the 1955 Censuses of Business and of Manufactures, covering the year 1954 become available some time early in 1956. Readers are invited to make their own comparisons of accuracy when Census results are published. We recall with pride that when, for example, the 1948 retail trade total for the U.S. was released by the Census Bureau (\$130.5 billion), it proved to be within a fraction of 1% of the total we had published two years earlier (\$130.6 billion).

New Features of the 1955 SURVEY

1. Income Distributions for all Counties and Cities

Disposable (Net Effective Buying) Income—the amount of money people retain after payment of state and federal taxes—is the key indicator of purchasing power, and therefore of the potential demand for consumer goods and services. The estimates of such income, distributed among counties and cities, published exclusively in the annual issue of SALES MANAGE-MENT Survey of Buying Power for a quarter of a century, have served as a key factor in setting regional sales quotas and advertising allocations for American industry. If it were possible to obtain income distributions for all counties, attention could then be focused on those variations in the income make-up of each market which tend to be concealed by broad aggregates and averages of income. The introduction into the Survey last year of county income distributions has been supplemented in this issue by similar breakdowns for about 1700 cities. These distributions indicate the proportion of total consumer spending units in each county and city falling into the following income groups:

\$ 0 to \$2,499 2,500 to 3,999 4,000 to 6,999 7,000 and over

We also show what proportion of the total Net Effective Buying Income of each county falls into each of these

^{*}There are about 50 cities in the Survey legally defined as "townships," for which no income distributions can be computed because the Census Bureau did not tabulate its 1950 income questionnaires for townships.

income groups. These distributions make possible a far more highly refined analysis of the composition of purchasing power for all areas than has ever been possible before. On page 26 we discuss the derivation and significance of this new body of data, which we feel has developed into one of the most flexible aids to market research.

2. New Cities

In the past we have included in the Survey all cities having at least \$10 million in retail sales in the 1948 Census. In practice this was roughly equivalent to the requirement of having a population of 10,000 persons or over. We have from time to time, however, included additional cities whose rapid growth in recent years brought them well over either the \$10 million retail sale figure, or the 10,000 population requirement. This year, in the interests of completeness, we have introduced an additional group of 112 cities, whose current population is over 10,000. Thus, we now include all cities having either over \$10 million of retail sales in 1948, or over 10,000 in current population; however, it should be noted that there are many incorporated places with less than 10,000 inhabitants, but whose retailing volume is large enough to warrant inclusion in the Survey.

Cities included in the 1955 Survey for the first time are as follows:

Alabama: Fairfield, Homewood,

Auburn, Phenix City.

California: Piedmont, San Pablo, East Bakersfield, Oildale, Bakersfield, Azusa, Manhattan Beach, San Marino, Alisal, Seaside, Costa Mesa, Orange, Colton, Menlo Park.

Colorado: Aurora. Connecticut: Shelton.

Florida: Hialeah, North Miami, Warrington.

Georgia: College Park.

Illinois: Brookfield, Calumet City, Evergreen Park.

Indiana: Hobart, West Lafayette.

Kentucky: Fort Thomas. Louisiana: West Monroe.

Maine: South Portland, Westbrook, Saco.

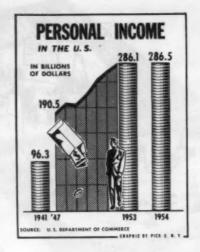
Maryland: Takoma Park, College Park, Mount Rainier.

Massachusetts: Adams-Renfrew. Michigan: Springfield - Lakeview, East Lansing, Roseville, St. Clair Shores, Berkley, Willow Run, Allen Park, Grosse Pointe Woods, Inkster,

Minnesota: Richfield, Robbinsdale, St. Louis Park.

Mississippi: Pascagoula.

Missouri: Fulton, Ferguson, Jennings, Richmond Heights.



New Jersey: Dumont, East Paterson, Fort Lee, Lodi, North Arlington, Ridgefield Park, Gloucester City, Haddonfield, Verona, Harrison, Carteret, Sayreville, Madison, Hawthorne, North Plainfield, Roselle, Roselle Park.

New York: Rensselaer, Kings Park. North Carolina: Thomasville.

Ohio: Berea, Maple Heights, South Euclid, University Heights, Bexley, Campbell, Girard.

Oklahoma: Midwest City. Oregon: Springfield.

Pennsylvania: Bellevue, Bethel, Brentwood, Munhall, North Braddock. Swissvale, West Mifflin, Steelton, Yeadon, Dunmore, Columbia, Plymouth, Farrell, Conshohocken, Ar-

Rhode Island: Bristol.

South Carolina: Brandon-Judson.

Texas: Bellaire, West University Place, Mercedes, Mission, White Settlement, Irving.

Virginia: South Norfolk. Washington: Hoquiam.

West Virginia: Moundsville. Wisconsin: South Milwaukee, Whitefish Bay.

3. Indicators of Growth and Building Trends

While the main emphasis in the Survey must fall on the presentation of the basic, current estimates of population, sales and income for all counties and cities (pp 223 to 807), we have always included a large number of analytical measures (indexes, percentages and rankings) designed to interpret and evaluate the significance of the basis estimates. We have added a new analytical section in this Survey designed to highlight for all counties recent trends in population and sales growth and trends in the closely related fields of residential construction, supplemented by newly developed county estimates of sales of lumber, building materials and hardware (pp 91 to 121). This new material will point up the magnitude and vigor of those basic, continuing marketing shifts from the city to the suburbs, from the farm to the city, and from the East to the West and Southwest.

4. Urbanized Population

All other new features introduced last year have been retained. We continue to present county estimates of "urbanized population," which have "urbanized population," proven to be of great importance in indicating the potential for a wide variety of goods and services associated with urban (as opposed to rural) living patterns.

We define urban population as the number of persons living in areas defined by the Census Bureau as "urban" in character. The Census definition of "urban" population includes all places of more than 2,500 persons plus the densely settled 'urban fringe" areas surrounding cities of more than 50,000 persons. The "fringe" can include, according to the

Census Bureau: a. Incorporated places with fewer than 2,500 inhabitants containing an area with a concentration of 100 dwelling units or more with a density in this concentration of 500 or more per square mile. This density represents approximately 2,000 persons per square mile and normally is the minimum found associated with a closely-spaced street pattern.

b. Unincorporated territory with at least 500 dwelling units per

square mile.

c. Territory devoted to commercial, industrial, transportational, recreational, and other purposes functionally related to the cen-

tral city.

d. In addition, outlying non-contiguous areas, incorporated or unincorporated, meeting the residential density requirements are included in the urbanized area in the following cases. All outlying areas within 11/2 miles of the central contiguous urban area, measured along the shortest connecting highway, are included. Also, any outlying area within 11/2 miles of the central contiguous urban area, is included:

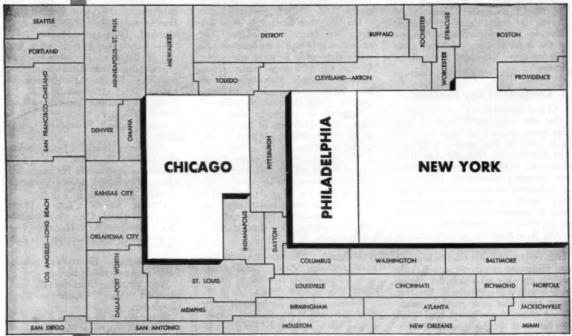
5. New Metropolitan Areas

Our extension of the metropolitan concept to include additional "potential" areas last year has also proven very popular, and we continue to present a 57-page metropolitan area

Livonia.

Major Retail Trading Areas

proportioned to retail sales*



*Retail Sales of the Markets containing the 50 largest U.S. Cities-

The FIRST 3 City and Suburban markets of NEW YORK, CHICAGO and PHILADELPHIA represent almost 1/3 of all sales made in the markets containing the 50 Largest Cities, and also produce 18% of the total U.S. Retail Sales.

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section which presents market data and rankings for 166 officially recognized standard metropolitan county areas, plus 67 "potential" areas. The only change to be noted here is the transfer of Tucson, Arizona, from a "potential" to a "standard" metropolitan county area, in accordance with the official recognition accorded to Tucson by the federal government. Here we have confirmation that out of the ranks of our "potential" areas will come the "standard" areas of the future.

6. Omission of City Rankings

One standard feature of the Survey -the city rankings-is omitted from this issue, and a word of explanation is in order. In the opinion of the editors and research staff of SALES MAN-AGEMENT, corporate city boundaries are becoming increasingly misleading as indicators of trading areas. Rankings based on corporate city limits tend to underestimate the importance of the older established urban centers in the New England, Middle Atlantic and Central States, because in these states corporate limits tend to be rigid and incapable of extension to include rapidly growing suburban and adjoining urban concentrations. On the other hand, the more recently established cities of the South and West are far more flexible in their ability to change corporate city definitions by way of successive annexations. Therefore the rankings frequently show wide year to year differences which reflect political rather than marketing changes. Counties and metropolitan areas defined along county lines, are not subject to this difficulty; here the changes in rankings will reflect significant marketing shifts. For those who still insist on using city rankings in sales analysis, SALES MAN-AGEMENT will make available special tabulations, but we wish to record our conviction that the county rankings are of greater value in this connection.

7. Multiple Cities

Another reason why counties and metropolitan areas are better than cities as measures of trading areas is the fact that accidents of geography and history will frequently make a group of adjoining cities function as a single marketing center, without any political recognition of the interrelationships among these cities. Over the past year SALES MANAGEMENT has made an intensive study of the problem of "multiple cities" and has decided that it is impossible to set up any rigid formulas to ascertain the existence of meaningful multiple

city relationships. Almost every large metropolitan center can name one or more satellite towns that are sufficiently close to warrant treatment as a single urban unit. On this basis we would have to deal with aggregations such as New York-Newark-Yonkers-White Plains-Hempstead Township, etc.

On the other hand it is clear that there are many true multiple city situations in which consideration of a single city would be most misleading. In redefining multiple cities recognized by SALES MANAGEMENT WE have given most emphasis to situations in which the multiple cities are contiguous or extremely close, and where the added city or town represents a significant addition to the marketing status of the central city. In this respect we have been greatly guided by the advice and decisions of the Audit Bureau of Circulation. We present data for all multiple cities in italies in our basic county-city data section. A complete list of multiplecities recognized by SALES MANAGE-MENT follows:

Alabama: Florence-Sheffield-Tuscumbia-Muscle Shoals; Mobile-Prichard; Tuscaloosa - Northport; West Point (Ga.)-Lanett (Ala.).

Arkansas: Little Rock-North Little Rock; Helena-West Helena; Texarkana (Ark.)-Texarkana (Tex.).

California: Grass Valley-Nevada City; Marysville-Yuba City; Ontario-Upland.

Connecticut: Meriden-Wallingford. Georgia: West Point (Ga.)-Lenett (Ala.).

Illinois: Carbondale - Herrin - Murphysboro; Champaign - Urbana; La Salle-Peru-Oglesby; Moline-East Moline-Rock Island; Sterling-Rock Falls; Bloomington-Normal.

Indiana: Hammond-East Chicago (Ind.); Lafayette - West Lafayette; South Bend-Mishawaka.

Louisiana: Alexandria - Pineville; Monroe-West Monroe.

Maine: Lewiston-Auburn.

Massachusetts: Marlborough-Hudson.

Michigan: Benton Harbor-St. Joseph; Iron Mountain-Kingsford.

Minnesota: Mankato-North Mankato.

Mississippi: Biloxi-Gulfport. Montana: Butte-Anaconda.

New Jersey: Passaic-Clifton; Easton (Pa.) - Wilson (Pa.) - Phillipsburg (N. J.).

New York: Dunkirk - Fredonia; Cloversville - Johnstown; Herkimer-Ilion; Newburgh-Beacon; North Tonawanda-Tonawanda.

North Carolina: Salisbury-Spencer-East Spencer. North Dakota: Bismarck-Mandan. Ohio: Martins Ferry-Bellaire; Ravenna-Kent.

Oklahoma: Seminole - Wewoka-Holdenville.

Oregon: Coos Bay - North Bend; Eugene-Springfield.

Pennsylvania: Beaver Falls - New Brighton; Aliquippa - Rochester-Beaver; Homestead-West Homestead-Munhall; Huntingdon-Mount Union; New Kensington-Arnold; State College - Bellefonte; Stroudsburg - East Stroudsburg; Connellsville-South Connellsville; Sharon-Farrell-Sharpsville; Easton (Pa.) - Phillipsburg (N. J.); Greensburg-South Greensburg-South west Greensburg.

Rhode Island: Pawtucket - Central Falls.

Tennessee: Bristol (Tenn.)-Bristol (Va.); Maryville-Alcoa.

Texas: Brownsville-Harlingen-Mc-Allen; Texarkana (Ark.)-Texarkana (Tex.).

Virginia: Bristol (Tenn.) - Bristol (Va.); Bluefield (W. Va.)-Bluefield (Va.); Newport News-Hampton-Warwick; Norfolk-Portsmouth-South Norfolk.

Washington: Centralia - Chehalis; Pasco-Kennewick-Richland.

West Virginia: Bluefield (W. Va.)-Bluefield (Va.); Charleston - South Charleston.

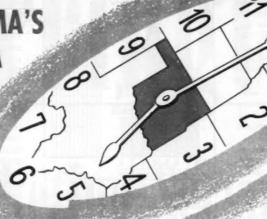
Wisconsin: Appleton - Neenah-Menasha; Manitowoc-Two Rivers.

The Men Behind the Survey

The creation of the 1955 Survey utilized the full resources of the SALES MANAGEMENT staff, the New York Service Bureau of the International Business Machines Corporation (responsible for the literally countless computations involved in this project), the Barnard Tabulating Agency, and Market Statistics, Inc., which maintains the largest file of current regional research materials in the country.

Actually, of course, the full number of economists, statisticians, and technicians drawn upon by SALES MAN-GEMENT and participating in the project would have to include many leading Government statisticians, plus officials connected with regional research agencies located in nearly every state of the union. For example, our overall projections of population, families, retail sales and disposable income have been commented upon at one time or another by such officials as Howard G. Brunsman, Chief of the Population and Housing Division of the Census Bureau, Dr. Paul C. Glick, in charge of Source Statistics at the Census Bureau, Dr. Louis J. Paradiso, Chief Statistician of the Office of Business Economics; and THE 24-HOUR Shipping Circle

OKLAHOMA'S MARKET AREA



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500-MILE RADIUS OF
CENTRAL OKLAHOMA

REPRESENTS

37 MILLION People \$53 BILLION Annual Income \$39 BILLION Retail Sales \$37 BILLION Bank Deposits

SPECIFIC ADVANTAGES FOR INDUSTRY

Oklahoma Offers:

- Assured stability—every recent tax change beneficial.
- Deductibility of Federal Income Tax.
- No double taxation of corporate income.
- Manufacturers' exemptions from sales and use tax.
- Low aggregate corporate taxes.
- Low per capita taxes.

As an example of Oklahoma's favorable tax structure for industry, the comparison below shows what a typical manufacturing corporation with \$750,000 total assets and \$1,500,000 annual sales would be subject to in taxation according to its location:

	Central Quialtuma	Central Arkansas	Central Texas	Central Kansas
General Property	\$ 8,969	\$ 6,540	\$15,434	\$15,504
Corporation Income	2,957	7,182	-0-	1,538
Intengible Property	760	-0-	-0	1,150
Corporation Franchise General Sales	1,012	440	738	250
General Adles	1,012	943		942

Total \$14,436 \$15,105 \$16,172 \$19,384

Oklahoma City was rated among the nation's 10 best economic communities for 9 consecutive months in 1954 (Forbes Magazine). Locate your industry in this area of expanding economy and enjoy its advantages.

Oklahoma, in the heart of the Southwest... the nation's fastest growing market area... offers plant sites from which you can serve the vast potential described above. Connected by a fast transportation network to principal points within a 500-mile radius, your factory in Oklahoma can easily reach them in 24 hours' shipping time. Convert these facts into profitable business!



Robert Graham and Charles Schwartz of the National Income unit of the Department of Commerce.

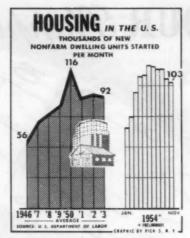
The coordination and analysis of the full flow of statistical information was directed, as in the past, by Dr. Jay M. Gould, assisted by the fol-lowing members of the Market Statistics research staff; Alfred Hong, Chief Economist, and Beverly Goodman, Marcel Tenenbaum, and Melvin Leiman, research associates. The IBM computational procedures were developed in consultation between Market Statistics and the New York Service Bureau of the International Business Machines Corporation.

One of the most useful by-products of this technical collaboration was the transfer to IBM cards of the huge volume of regional information on which the final estimates were based. The IBM cards containing both the published and unpublished material are available to market research men at a nominal cost. It is with great satisfaction that SALES MANAGEMENT can report that increasing numbers of market research directors have in the past year made some use of the punched cards containing data published in the previous Surveys of Buying Power. For many, the punched cards eliminated the tedious task of transferring data out of the Survey and rearranging sales areas by hand. Thus, for example, all the major radio and television networks purchase decks of IBM cards containing all the Survey data, so that their markets can be analyzed even in advance of publication of the Survey. For others, the cards proved extremely useful in the analysis of markets. (Some of these special applications of the Survey IBM cards are discussed on page 42.) Those interested in special IBM analyses of the 1955 SALES MANAGEMENT data, or in the purchase of IBM cards containing such data should write to Dr. Jay M. Gould, Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y. Telephone: MUrray Hill 4-3559.

Data Sources and **Techniques**

a. Population

The estimates of the number of persons and families in any county or city relate to January 1, 1955, constituting a 57 month projection from the April, 1950, Census benchmark. These projections for each county and city were based on (1) individual growth trends as established over the past decade, (2) in about 600 areas where correlations had been estab-



lished between population growth and current sales data, the latter data were used to adjust the population growth, and (3) every Chamber of Commerce in the nation was solicited by mail, telegrams and follow-up inquiries to report, for the city and county involved, changes in population since 1950, changes in the number of public utility connections since 1950, plus any unusual economic developments which might affect population growth. The research staff places great emphasis on this aspect of the Survey, for a realistic population figure is the most basic and essential ingredient in a successful market analysis problem. The overall percentage of return on this canvass of Chambers of Commerce was 95%.

How the Census Defines a "Family"

Probably more confusion centers about the concept of a "family" than about any other single important government statistic. Our concept of 'family" is derived from the government definition of a "household," which includes all persons occupying a house, an apartment or other group of rooms, or a room regarded as a dwelling unit. Thus any occupied dwelling unit can be regarded as a household. The confusion arises from the fact that this unit was called a 'family" in the 1930 Census of Population, and a "private household" in the 1940 Census, and therefore many people regard these terms as interchangeable. But the Census Bureau now reserves the term "family" for "a group of two or more persons related by blood, marriage or adoption and residing together.

Our use of the term "family" is synonymous with what the Census Bureau now calls a private household or dwelling unit. The only difficulty with the concept arises from the following situations.

(1) A single person living alone in an apartment or dwelling unit, is counted as a family (in our usage) or private household (Census usage), except if he lives in a hotel, rooming house, college dormitory, Army barracks, or any other institution. The Census does not regard such institutional residents as occupying dwelling units. This creates a problem in the Census area breakdowns of occupied dwelling units or private households because the population figures do include persons residing in such units. Thus, for the first time in census history, Government enumerators in 1950 included college students residing in college dormitories during the week the Census was taken, in the census count for the community involved, along with military personnel and other institutional residents, on the principle that all persons be counted as usual residents of the community in which they sleep more than half the week, even though they maintain permanent residence elsewhere. For large urban areas the resulting discrepancy between population and the number of households (which excludes such "quasi-households"-the official term for institutional residents), is slight, and can be ignored. (As an example, the discrepancy is not large enough to show up, for instance, in San Diego, which has a large military population.) However, discrepancies do show up in many smaller areas where such institutional residents form a significant part of the total population. The ratios of persons per household for such communities will be far greater than normal, as illustrated by the following cases; Baldwin County, Ga., prison; Chattahoochee County, Ga., military; Champaign, Ill., university; Riley County, Kan., military; Lake Charles, La., military; West Feliciana, La., prison; East Feliciana, La., mental institution; Ann Arbor, Mich., university; Ithaca, N. Y., university; Norman, Okla., university; State College, Pa., university; La Mesa, Tex., military

(2) Suppose a single person boards with a family in an apartment. The Census Bureau would define such an establishment as a single household. If he is not related to the family, however, such an establishment is regarded as equivalent to an additional "Consumer Spending Unit." The total number of families and unrelated individuals (i. e. spending units) thus exceeds the total number of households. Since the SALES MANAGEMENT "family" is identical with the Census "household," unrelated individuals living with families are treated here as part of the single household in which

they all reside.

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(3) It will be noted that the number of private households in the United States as of January 1, 1955, is estimated in the new Survey of Buying Power at 47,620,700, nearly 2 million higher than the January 1, 1953 figure carried in the 1953 Survey, but practically the same as the figure of 47,560,300 carried for January 1, 1954, published in last year's Survey.

This does not mean that there has been no gain in the number of households in the past year: the average annual gain has been close to one million every year for the past six or seven years. What has happened is that the Census Bureau has successively revised its current level of households in such a way as to first raise it by one million last year (over our protests as recorded in the 1954 Survey), only to cancel it recently. on the basis of a presumably more intensive restudy of their sampling procedure. In line with our policy of adhering to the official national benchmarks, painful as this may be. we have accordingly (but with understandable annovance) cut back all our household estimates to jibe with the Census Bureau's latest pronouncement. This means that the household estimates published here, while comparable with the estimates published in the 1953 Survey, cannot be directly compared with data in the 1954 Survey unless the latter be first reduced by 2%, spread proportionately among all counties and cities.

(4) We also include in the Survey estimates for each county of the number of "consumer spending units," which are more extensive than the private household concept in that they make separate allowances for doubled-up families and individuals living in quarters not classified as a dwelling unit (boarding houses, hotels, military barracks, colleges, etc.).

The total number of consumer spending units as of January 1, 1955 totaled about 55.5 million, of which about 43.5 million consisted of socalled "primary families," (i. e. families including among its members the head of a household), and about 2.5 million "sub-families" (i. e. the socalled "doubled-up" married couples or parent-child groups sharing the living quarters of relatives). This gives us a total of 46 million families to which we must add about 9.5 million "unrelated individuals," officially defined as persons (other than inmates of institutions) who were not living in family groups. An "unrelated individual" may be (a) a household head living alone or with nonrelatives only, (b) a lodger or resident employe with no relatives in the

household, or (c) a "quasi-household" member who has no relatives living with him. (Note: A "quasi-household" is the Census term for persons living in institutions, hotels, and rooming houses. It always comes as a surprise to many that such quarters are not included in the Census Bureau count of households or dwelling units.)

It is obvious that any definition of consumer units that does not include all the above categories will fall short of accounting for all income earned. The consumer spending unit concept is therefore the appropriate one to use in accounting for the distribution of total personal income. We show the total number of consumer units for all counties and cities in the income distribution tables, published for each state in alphabetic sequence. (See County-City Basic Data Section.)

b. Retail Sales

Our estimates of retail sales for counties and cities for 1954 will soon be subject to a check by the 1955 Census of Retail Trade, to cover the year 1954. Users of the Survey will recall that our estimates for 1948 proved to be remarkably close to the published results of the 1948 Census of Retail Trade ("How Good is the Sales Management Survey of Buying Power," SALES MANAGEMENT July 15, 1950).

The secret to our success in projecting Census benchmark figures on retail sales lies in the very great pains we take to collect current data on economic trends for a large group of so-called "key" counties. In past Surveys we were able to increase the number of key counties each year to total 1,500 last year, which accounted for over 95% of total sales. For these 1,500 counties Market Statistics, Inc., has been able to develop continuous records on a monthly and annual basis of population, sales, bank debits, income, etc., extending in some cases back to 1929, the first year in which the Survey of Buying Power was published, and these records constitute the basis for projecting the estimates for the current year. Variations in the quality and quantity of the available current data require careful individual consideration for each key county.

In past Surveys estimates were first made for key counties which were then subtracted from independently derived state totals, and the remainder allocated among all residual (mainly rural) counties according to the relationships established in the last Census year. The difficulty with this method is that the rural counties, even though they are not too important in a quantitative sense, are treated in a

mechanical fashion, without much individual consideration. In this Survey. as in the two preceding, we were particularly concerned with getting all our county and city estimates of retail sales in line for the pending Census of Retail Trade, so we expanded the number of key counties to the point where we can sav we have treated individually every county in the country having as few as 1,000 persons. Naturally, the quality of data is highest in those states which have had sales tax collection data on a county basis extending back several years, but there are very few counties in the nation for which we do not have enough back data on sales based on past Census data, bank debits, department store sales, etc., on which to base a realistic projection for the past year.

The sales tax data, now available from some 33 states. cannot be used "in the raw." First, the data for sales tax states must be adjusted to comparable bases, for there are great differences among these states with respect to tax rates and coverage. For each state it was necessary to trace the change in tax collections since 1948, excluding from consideration all activities not covered by the U.S. Census Bureaus definition of retail trade, such as service trades, wholesaling, utilities, amusement industries and the like. Allowances had to be made for changes in the tax law or the tax rate over the period.

The cumulative percent changes over the years were then applied to the basic 1948 Census retail sales total to yield the estimates of sales in 1953 for the tax states, which in turn could be used, to some extent, to throw light on the volume of sales in non-tax states. For exafple, certain typical statistical relationships emerged between sales and income, and sales and population, within sales tax states which could be applied to other non-tax states of a similar economic character within the same regions. These results were then checked against other regional sales indicators, such as the Department of Commerce's monthly survey of the sales of independent retailers, the Federal Reserve Board's monthly tabulation of bank debits, the Federal Reserve Board's monthly reports of department store sales, available for a limited list of large cities.

The reports mentioned immediately above are of major assistance in determining the proportion of a state's

Alabama, Arixona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Michigan, Mississippi, Missouri, New Mexico, New York (city), North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Washington, West Virginia, Wyominz.



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A large and growing number of national advertisers have become acutely conscious of the great and rising importance of small town retailers—of the high value key city stores now attach to out-of-town customers.

Usually, these advertisers begin by adding a farm magazine. More often than not they choose Farm Journal. It is the leader in the farm field by a country mile.

A second farm magazine brings little in the way of *new* readers, so great is Farm Journal's coverage among above average farm families. Moreover, two out of every three families in the big countryside market do *not* live on farms. That is why we publish the Town Journal.

Town Journal majors among small town and rural families. It competes with neither farm nor urban media, complements both, adds many more *new* families for much less money.

Nine out of the nation's top ten advertisers—more than 348 advertisers all told—now buy Town Journal to get more for less where business is best.

May we help you?

TOWN JOURNAL

THE MAGAZINE TOWN FAMILIES DEPEND ON

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Graham Patterson, Publisher

Richard J. Babcock, President

If your list includes the leading farm magazine—Town Journal will add more new families than the two midwest farm magazines together—do it for only half as much money!

sales to be allotted to the various counties and cities. In the case of sales tax states, collection figures by counties could be used as a cross check against estimates arrived at through the use of such indicators of regional sales as the Department of Commerce's estimates of independent retailers, bank debits (an extremely good indicator) and Federal Reserve reports of department store sales. Preliminary estimates were checked against relationships between state and county as shown by the 1948 Census. These many checking operations have resulted in refinements which enable us to show a variety of reasons for every significant figure.

Decentralization of Retail Sales

One of the most interesting retailing developments of the post-war years has been the decentralization of sales away from the old downtown market districts of the large metropolitan cities. The shift to suburban shopping centers has been accelerated by the improved traffic and parking facilities available outside of heavily congested business districts. While there are indications that a reaction has already begun to set in, in that more and more large cities are beginning to make plans for arterial highways and improved parking facilities to protect the position of the downtown shopping center, decentralization has already made some profound alterations of the retailing

For instance, the erection of new department store branches in such relatively small communities as White Plains, Manhasset, Hempstead, Framingham, Millburn, and Evergreen Park, to name a few of the more outstanding cases, has literally overnight transformed them into major market areas, whose true current status has not as yet been recognized in any official Census canvass.

When plans for the 1953 Retail Trade Census were postponed, we felt it necessary to make our own survey of this new and rapidly growing development, in an effort to keep our sales estimates as current as possible.

With the help of the research staffs of scores of local newspapers throughout the country, we have compiled a fairly complete private census of all new department store branch and suburban shopping center operations, the results of which have been incorporated into the present Survey. Accordingly, the discerning reader will frequently note extremely sharp increases in general merchandise and total sales which will reflect this set of revisions.

Revisions of Survey Data

For the research staff of SALES MANAGEMENT one of the hazards of our admittedly ambitious attempt to estimate annually the volume and breakdown of retail sales for all counties and cities (to say nothing of our estimates of population, families and income) is the painful necessity of spotting errors when new data become available, and making the necessary revisions. These revisions are applied to past estimates, providing a new base for our current estimates, but since for reasons of space it is impossible to publish the revised back data, readers will often compare current estimates with back data and infer that the change represents the economic movement over the period involved. Frequently, when the revision is sizable, such comparisons may be quite misleading. The necessity of making such revisions, painful as they may be, must be clearly understood. If we did not make the revisions (downward and upward) we would not be able to align our estimates with the official benchmarks provided by the U. S. Department of Commerce and Census Bureau, which is to say, there would be no way to evaluate our accuracy.

Since the retail sales estimates in this Survey will be directly comparable with the results of the 1954 Census of Retail Trade (to be released early in 1956) we considered it necessary to subject all our current retail sales estimates to an extremely painstaking analysis designed to eliminate or reduce whatever cumulative bias may have affected our estimates since the release of the 1948 Census benchmarks. For this reason particularly, comparisons with the sales estimates published in the 1954 Survey must be made with great caution, for in addition to the trend component, our new estimates embody to varying degrees revisions in level.

Treatment of Mail Order Houses

Included in the General Merchandise group are both the mail order departments and the retail stores of the big Chicago mail order houses, since none of these companies is willing to give a detailed breakdown in its mail order business. Certain cities, particulary Chicago, also have bloated General Merchandise sales in the 1948 Census, although all of the mail order companies have decentralized their operations by opening up

more and more branch houses. We have received many requests to evaluate the importance of catalogue sales of mail order branch houses. In many cities in which the branches are located, such catalogue sales swell the general merchandise sales total to a remarkable degree. In order to make these general merchandise data reflect the true marketing potential of the areas involved, we made the following set of estimates covering the catalogue sales of the four major mail order houses for the year 1952, for the eighteen cities in which such sales are important. When we published these estimates in the last Survey, we noted that we offer no guarantees as to the accuracy of these estimates, though we would naturally welcome any comment on their accuracy from any one who may be in a position to offer such comment. We have had no indication in the past two years that any of the estimates are seriously out of line, so we repeat the estimates for those desiring to make their own adjustment. We cannot deduct such sales in the interests of keeping our estimates additive to the national sales total.

> Catalogue Mail Order Sales as % of Total General Merchandise Sales in 1954

Chicago, Ill.	32.3
Kansas City, Mo.	40.0
Minneapolis, Minn.	28.7
Philadelphia, Pa.	17.1
Boston, Mass.	22.1
Atlanta, Ga.	34.4
Memphis, Tenn.	29.4
Dallas, Texas	30.7
Los Angeles, Calif.	12.5
Seattle, Wash.	25.1
Greensboro, N. C.	41.5
Denver, Colo.	25.5
Portland, Ore.	28.6
St. Paul, Minn.	34.5
Oakland, Calif.	20.7
Baltimore, Md.	20.9
Albany, N. Y.*	63.1
Fort Worth, Texas	32.1

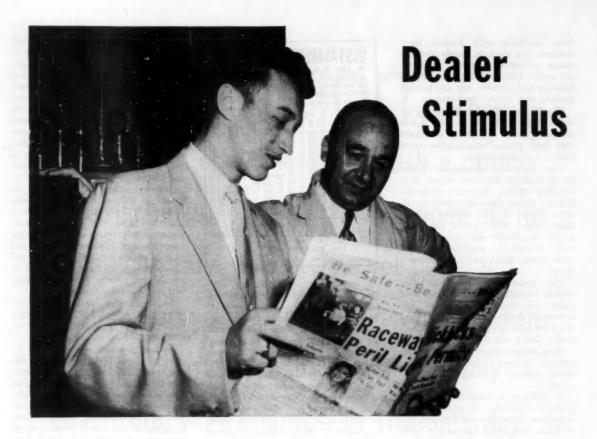
Categories of Retail Sales

The first column under retail sales is "Dollars in Thousands," followed by "% of U. S. A." Similar percentage figures are given for population and Effective Buying Income, so that users of the Survey can see at a glance both the quantity (dollars) and the quality (percentages) factors of a given county or city as between counties and cities.

The Food Store group includes grocery stores (without meats), combination grocery and meat stores,

^{*} Some confirmation is available from a special Retail Trade Census conducted in Dallas for 1953. Mail order sales were included along with door-to-door selling, in a special "mon-store" classification, amounting to about 455 million in 1953, which was about one-third of the total for general merchandise (\$141 million) and this "non-store" category.

^{*} Includes town of Menands, just outside the Albany city limits where a large mail order branch is located.



We offer real Working Service—trained, experienced men who know merchandising—in each of the 12 cities where important Hearst newspapers are published.

This Working Help has proved versatile enough to serve the varying local objectives of advertisers who have called upon it.

We Have the Trained Manpower To Help Any Advertising Campaign

- BY contacting wholesalers, chain headquarters, retailers
- BY building floor, counter and window displays
- BY checking shelf displays
- BY gathering facts concerning the state of stock, ranking of best sellers, range of retail prices, attitude of dealers, prospects for initial orders or re-orders.

We have a tested, practical, useful sales tool

for Working Operations Our Sales Operating Controls—specific, flexible, practical patterns for each of nine major markets accounting for 41% of national retail sales. These Sales Controls factually evaluate each market and its parts, for the purpose of selling merchandise. Modified data similar to formal Sales Controls are available in the other three markets.



959 EIGHTH AVENUE, NEW YORK 19. N. Y.

Albany Times-Union Bo

Baltimore News-Post-American

Boston Record-American-Advertiser

Chicago American Detroi

etroit Times Pittsburgh Sun-Telegraph

New York Journal-American

Los Angeles Examiner San F

San Francisco Examiner Sec

Seattle Post-Intelligencer

Milwaukee Sentinel

San Antonio Light

dairy products, milk dealers, meat markets, fish markets, candy and nut stores, confectionery stores, delicatessen stores, fruit and vegetable stores, bakeries and caterers, egg and poultry dealers, and "other" food stores.

The General Merchandise stores include department stores, dry goods stores, general merchandise stores with food, general merchandise stores (others), variety stores.

The Furniture - Household - Radio group includes furniture stores, floor covering stores, drapery-curtain-up-holstery stores, china-glassware-metal-ware stores, interior decorators, antique shops, other home furnishing stores, household appliance dealers, radio - household appliance stores, radio stores, radio-musical instrument stores.

The Automotive group includes dealers handling both new and used autos and trucks, tire, battery and accessory dealers, and outlets handling the sales of new and used motorcycles, boats, etc.

Drug stores include those with and without fountains and proprietary stores without prescription departments.

In addition to these familiar categories of retail sales, we include below definitions for seven additional types of outlets, for which we present 1953 sales estimates for all metropolitan areas (pages 177 to 181):

The Eating and Drinking Places group includes retail establishments selling prepared foods and drinks for consumption on the premises and luncheon counters, and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants and luncheon counters operated as leased departments within other retail businesses are treated as part of the establishment in which they are located. However, restaurants and luncheon counters operated as leased departments or concessions in businesses other than retail are included in this classification as eating and drinking places.

The Apparel group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment; custom tailors carrying stocks of material, and furriers are also included in this group.

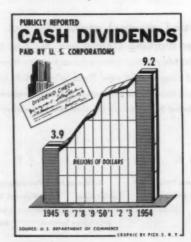
Gasoline Service Stations are defined as establishments primarily engaged in selling gasoline and other lubricating oils. These establishments often carry other lines of merchandise or perform other services and repair work.

Lumber Yards and Building Materials Dealers group includes lumber yard and retail establishments prima-



rily engaged in selling lumber, shingles, woodwork and other millwork. Sales are primarily made locally to home owners, farmers and special trade contractors; establishments selling primarily to builders and general contractors are classified as wholesale trade; building materials dealers are primarily engaged in selling material other than lumber and millwork such as brick and tile, cement, sand, gravel, lime, wallboard and rough materials. In addition, lumber yards and building materials dealers have in recent years expanded their activities, in keeping with the growth of the "do-ityourself' movement, and today a substantial percentage sell many other diversified products, including paint, electrical supplies, electrical appliances, etc.

Hardware stores are retail establishments primarily engaged in selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, houseware and household appliances, cutlery and rough materials. These establishments may also sell farm implements.



Liquor stores are retail establishments primarily engaged in selling retail packaged alcoholic beverages, such as ale, beer, wine and whiskey for consumption off the premises. Liquor stores operated by states, counties and municipalities are included, although in some states with Dry laws, this category of retail outlet will not appear. Stores selling prepared drinks for consumption on the premises are classified as drinking places.

Jewelry stores are primarily engaged in selling at retail any combination of lines of jewelry such as diamonds and cut precious stones, mounted in precious metals, as rings, bracelets and brooches; sterling and plated silverware and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in the service trades.

SM's estimates for the store categories defined above are projected from the 1948 base established by the Census of Business.

Census provides a breakdown by type of store. Therefore Census figures, and SM estimates, are only broadly indicative of commodity sales. The jewelry category, for example, covers only the sales of stores classified as jewelry stores. Many department stores have jewelry departments; their sales are credited to the department store of which they are a part, and are included in the General Merchandise category.

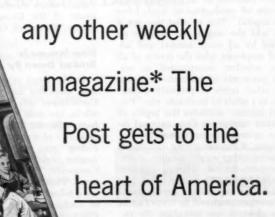
Similarly, the field of packaged liquor covers only the specialty stores. In some states this results in an unavoidable underestimate of industry volume. In the San Francisco-Oakland area, for example, the estimates will apply only to the 1,200 specialty stores, and do not measure packaged liquor sales made in some 1,600 other stores such as drug and grocery which are licensed to sell packaged liquor.

It may be well to point out again that both the Bureau of the Census and the SALES MANAGEMENT Survey report on store sales only, and not by commodities. The drug store figures, for example, do not include the sales of drug items in department stores, super markets or other stores that may sell some drugs or toilet goods as a sideline.

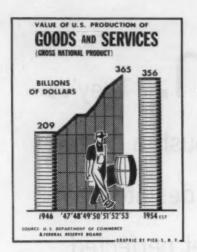
In 1954, retail sales were about 68% of Net Effective Buying Income, but this relationship varies from state to state, county to county, and city to city, depending on such factors as the trading radius of a community, the size of the average family income, the savings habits of the people. Some counties, and many cities, have retail sales which are greater than the Net Effective Buying Income. This seldom

automation. They've

got factories now where you push a button and machines do the rest. But, despite claims to the contrary, nobody has yet perfected push-button selling. It still takes time to win friends and make customers. That's why advertising works hardest in The Saturday Evening Post. People spend more time with it and have greater confidence in it than in



Source: "The Measure of a Magazine"



means that the people in those communities are living beyond their income. Almost always it means that they draw retail trade heavily from a wide outside area.

The Estimates of Income

The concept of "national income" is a frequent source of confusion. The average business man nowadays is frequently forced to find his way through a staggering maze of Government statistics in order to relate his own situation to that of the economy at large. Thus he will run into the terms, "national income," "gross national product," "personal income," and "disposable income," which are not at all interchangeable, though they frequently are regarded as equivalent terms.

Let us start with "national income," which in any year consists of the money received by all the traditional "factors of production of land, labor and capital." This is what you get if you add the wages and salaries received by all wage earners and salaried employes, plus the profits of all firms whether incorporated or not, plus payments of interest, dividends and other types of property income such as rentals to landlords, etc. "Personal income" excludes the profits of business enterprises from national income in order to emphasize the distribution of income among individuals receiving either wages, salaries, profits or property income. Then, in order to indicate how much of this income is available for expenditure for the goods and services produced by these factors of production, we introduce the device of subtracting from personal income all tax payments to federal, state and local governments. The Government calls the resulting figure "disposable personal income." Our own concept of "Net Effective Buying Income" is nothing more than the

disposable income available for spending in the various states of the Union.

In recent years, Government statisticians have included in the above definitions of income (and we have followed suit) one item that should be mentioned for it may otherwise cause some confusion. This is the item of "imputed rentals of owner-occupied homes." The reasoning is that owners of such homes have the option of renting the unit to others, in which case they would derive a rental income. By including imputed rental incomes, we avoid changes in the national income total resulting from shifts in the number of home-owners (who account for more than half of all homes) who decide to rent to

Finally, to get at the concept of 'gross national product" we have to consider how the national income is spent by those who get it. Thus a very large part of the national income goes into personal consumption expenditures for goods and services. Another significant part of the profits of corporations (and of the savings of individuals) is invested, at home and abroad, in new construction, in new equipment or in building up inventories. Finally, it is presumed that the taxes paid to Government result in the production of goods and services that may be considered part of the gross national product, although in these troubled times one may debate whether the huge volume of such goods and services represents anything more than a necessary evil rather than a contribution to the national output. Those interested in the actual figures underlying these concepts, and a historical record of the various series, should consult the July issues of the Department of Commerce "Survey of Current Business."

How Income is Broken Down By States

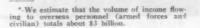
Unlike retail sales, for which current estimates are provided by the Government only for the nation as a whole, our state estimates of Net Effective Buying Income are based on estimates of state income for the preceding year as published in the August issue of the Department of Commerce "Survey of Current Business." Thus, state estimates for 1953 were taken from this source, adjusted to conform to our definition of Net Effective Buying Income, less overseas payments, and then projected for each state to 1954.° In this projection, separate consideration was given in each state to all significant commonthly reports for each state on cash receipts from farm marketings provided by the Bureau of Agricultural Economics. (At the time this projection was made, data had been available on farm marketings for the first ten months of 1954.) Similarly for each state, income from manufacturing, construction, mining and trade was projected on the basis of monthly data for the first nine months of 1954 received on employment and payrolls in these states from the Bureau of Labor Statistics. Taken in conjunction with our other regional indicators of current activity (bank debits and sales tax collections), we can in this way derive state income estimates for 1954 which will be comparable (after certain technical adjustments), with the estimates to be published in the August 1955 issue of the "Survey of Current Business." In the past our estimates have proved to be very close on the whole to those of the Department of Commerce published many months later. How Income is

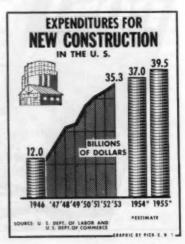
ponents of income. Thus, the farm in-

come was extended by way of current

How Income is Broken Down By Counties

Since 1929, the county estimates of income published in the Survey have been derived by distributing a given state total among the counties, in accordance with a wide variety of statistical indications available on a county level. For instance, one approach that has been used with success in the past was to segregate the state total into the income derived from farming, manufacturing, trade, property, etc. Then the farm income would be distributed among all counties in accordance with the number of farm operators and laborers, the manufacturing income would be allocated according to the number of







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Through this fast and economical data processing service, you, too, can put new and vital meaning into your sales figures! By this flexible method, you get accurate analyses of your cost—your sales—your markets...all the information you need to plan for more sales.

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The Sales Management Survey of Buying Power is prepared on IBM Data Processing Machines

SERVICE BUREAUS IN PRINCIPAL CITIES



DATA PROCESSING

INTERNATIONAL BUSINESS MACHINES CORPORATION, 590 MADISON AVENUE, NEW YORK 22, N. Y. manufacturing workers in each county, and so, in this way the county income total would be obtained as the sum of the income earned by the components of the county labor force.

The resulting figures have, over time, been successively refined by correlation analyses relating income to rent, making use here of the median and mean rent figures collected for counties and cities in the 1940 and 1950 Censuses of Housing.

However, these techniques have been employed because, unlike population and retail sales, there had never been, prior to 1950, a Census of Income to provide county benchmarks as a base from which annual projections could be made. Therefore, SALES MANAGEMENT has taken a rather special interest in the fact that after many years of spadework on the part of The American Marketing Association particularly, an income questionnaire was introduced into the 1950 Population Census, in the face of some opposition.

Such a question, it was felt, would provide not only some official indicators of income of local areas, but would also serve to indicate regional variations in the distribution of income. The opposition to the inclusion of such questions was based on the feeling that people would prove reluctant to answer truthfully questions on earnings, which for most persons are secrets, at best shared only with the Bureau of Internal Revenue. For this reason, the Bureau of the Census did not feel it wise to attempt to ascertain the income of persons earning over \$10,000. While this limitation necessarily made the Census of Income incomplete, it was hoped nevertheless, that sufficient data would be obtained to permit the calculation of income distributions for each area.

The results of the Census of Income were of particular interest to the research staff of Sales Management, since they constituted the first government check on the validity of the county income estimates published annually in the Survey of Buying Power.

The first conclusion to be drawn about the over-all accuracy of the Census is that the fears expressed about the extent of coverage proved to be well-founded. Of the total personal income earned in 1949 (the calendar period involved in the Census inquiry), nearly one-fifth was estimated to be not accounted for, even when allowance is made for the income of the above \$10,000 recipients. This degree of under-coverage was not unexpected and is not indicative of a poor job of enumeration, but merely points up the difficulties of obtaining a complete Census of In-



come on a voluntary basis.

The second and more important conclusion drawn by the research staff of Sales Management and Market Statistics, Inc., the organization charged with the responsibility of preparing the Survey of Buying Power, was that the degree of undercoverage was surprisingly uniform for individual income groups and types of income. Therefore, it proved possible to adjust for the three major sources of understatement: people not reporting income, those reporting but understating, and those earning over \$10,000 and who therefore did not report total income to the Census.

So successful have these adjustments been that it became possible to reconcile the results of the Census of Income, by states, with the independently derived estimates of state income payments issued by the National Income Unit of the Department of Commerce. The latter estimates, based on Internal Revenue Bureau and Social Security data, are considered complete, and not subject to the downward bias implicit in any Census inquiry.

Since the county and city income estimates published in the Survey of Buying Power have been geared to the Department of Commerce figures, the reconciliation made it possible to check our county income figures with the adjusted Census results, with a gratifying high degree of agreement. And, as a happy by-product of this analysis, we are now in a position to publish for all counties and cities, the complete distribution of persons and income resulting from that analysis.

The successive steps required to translate the Census data into our 1954 estimates of income, by class, for each county and city, were as follows:

a. The 1949 distribution of spending units, as reported to the Census

Bureau in 1950 were adjusted to account for persons not reporting income, and for persons understating income.

b. The 1949 distributions were then adjusted to 1955 by accounting for the change, in each area, in the number of units falling into each of the 15 income classes distinguished by the Census.

c. For each income group, in each area, estimates were then made of the mean income after taxes in 1954, including an estimate for the group earning above \$10,000.

d. Total income was obtained for each area by multiplying for each income group, the number of units falling in the group, by the mean income of that group.

e. For purposes of simplification, the original 15 income classes used by the Bureau of the Census were then consolidated into the following four net income classes: \$0 to \$2,499; \$2,500 to \$3,999; \$4,000 to \$6,999, and over \$7.000.

f. We show, for each area, the percentage of total spending units falling within each of the four net income classes, as well as the percentage of total income. These percentages permit an immediate appreciation, for each area, of the degree of skewness of income distribution, or how heavily the distribution is weighted by the presence or absence of high-income units.

For example, the data for the United States (1954) show the following distribution:

\$0-\$2,499 \$2,500-\$3,999 Percentage of 32.6 24.4 Units Percentage of 10.0 178 Income \$4,000-\$6,999 Over \$7,000 Percentage of 29.4 13.6 Units Percentage of 37.9 34.3 Income

In words, this means that the top 13.6% of all units in 1954 earned over \$7,000 after taxes, accounting for 37.9% of all Effective Buying Income. At the other end of the income scale, the bottom 32.6% earned less than \$2,500, and thus accounted for only 10.0% of total Effective Buying Income.

Significance of the Income Distributions

The new income data affords, for one thing, a better balanced and more refined analysis of the varying *quality* of markets. For instance, we can now discover whether a high average income area reflects a concentration of

A few useful facts you might like to know about THE NEW YORKER

- 1 ... it serves more display advertisers than any other magazine over 1,400 in 1954.
- it publishes more advertisements than any other magazine over 10.000 in 1954.
- 3... it carries more pages of retail advertising than any other magazine.
- 4... it ranks first among all magazines in many classifications of advertising: for example, Travel, Hotels and Resorts; Magazines, Newspapers and Other Media; Liquor; Cosmetics and Beauty Aids; etc.
- 5... it has published over 80,000 pages of advertising since 1925—second only to the Post in total volume during this period.
- 6... it reached an all time high in 1954 in total number of advertising pages (4,186 P.I.B.) and in dollar volume.

NEW YORKER

NO. 25 WEST 43rd STREET, NEW YORK 36, N. Y.

307 NORTH MICHIGAN AVENUE, CHICAGO 1, HAINON

... sells quality in quantity

wealth at the extreme end of the income scale, or whether it is due to a high average income for all families throughout the income scale. As an example, the first two counties in Connecticut, Fairfield and Hartford, are extremely high-income areas, ranking among the top ten in the nation. An examination of their respective income distributions, on page 288, will show, however, that Hartford's good showing reflects an above average concentration in the income group \$4,000 to \$7,000 (36.8% as against the national average of 29.4%), whereas the Fairfield distribution reflects a particularly heavy concentration in the over \$7,000 group (21.0% of all consumer spending units, accounting for 55.3% of all income earned in the county, as against the national averages of 13.6% of all units earning 37.9% of all income).

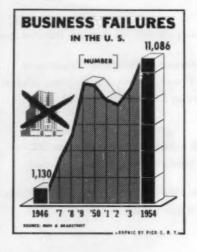
Thus, the data show that among the three richest counties in the United States, in terms of the highest percentages of units and income, are Montgomery County, Maryland, in the Washington, D. C., Metropolitan Area, and Westchester and Nassau Counties in the New York Metropolitan Area. The top income group of these three counties accounted for 69.6%, 64.3% and 63.3% of total income respectively, as contrasted with the average percentage for the United States of 37.9%.

In a similar manner, the counties and cities shown here can be rated with respect to their respective concentration in the low or middle income brackets.

It is interesting to note how sharply divergent are the income distributions of urban counties, which tend to have the largest concentration in the income groups \$2,500 to \$4,000, as contrasted to rural counties, which usually have the bulk of all family units (frequently well over 75%) concentrated in the first group (\$0 to \$2,500). Indeed, the first visual impression gleaned from a study of the county income distributions is that of an enormous diversity; within each income group the percentages among the 3,071 counties of the nation may range from very close to zero to very close to 100.

The simultaneous calculation for all areas of median income as well as mean income now also becomes possible, for the first time in the history of marketing statistics. Statisticians know that the difference between the median income (i.e., the income of the "middle" unit, on either side of which lies one half of all units, ranked by income) and the mean income (total income divided by the total

number of units) is the best indicator of "skewness," i.e., the degree to which the income distribution is unbalanced. This is so, because the presence of even a few well-to-do units tends to pull the mean up without affecting the median. Now, since the median is the value on the income scale on either side of which 50% of all units lie, our data permit the calculation of medians by interpolation. Thus, for instance, in the Los Angeles area, since 26.8% of all units fall in the first group, 21.8% in the second group, it is clear that 48.6% of all units earn less than \$4,000. The median income must therefore be a little over \$4,000. In like manner, the data will permit at least rough cal-



culations of medians by inspection for all areas.

In general, then, the data shown here, by illuminating the composition of each market, go beyond the aggregates of population and income previously published, and explain how, in some cases, per capita income averages might actually be misleading when taken as representative of an entire market. Note, for instance, how the trek to the suburbs in the last decade has stripped New York County of its middle income groups so that it now has, in relation to the national averages, high concentration in both the very high and very low income groups, and under-representation in the middle groups.

While limitations of space make it impossible to publish in this issue the actual data on units and income on which the percentages were based, manufacturers and distributors will note that the data in this form will permit the computation of sales quotas for areas geared to particular income brackets. Thus, the distribution of particularly high-price luxury

goods would probably correlate highly with the amount of income in each market of those earning over \$7,000 Effective Buying Income each year.

In fact, such data open up new and exciting possibilities in the construction of scientific sales quotas. Many manufacturers, for instance, have been able, on the basis of consumer surveys, to determine nationally what proportion of each income group could be regarded as potential consumers of their product. These proportions now can be applied to the number of units and volume of income, by income group, to each of our markets to yield a new potential for each market never before available. Those interested in the use of the new data for such purposes may write to Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y.

The Buying Power Quota

The column headed "Buying Power Quota" is designed as an overall index for use in setting sales quotas and advertising appropriations.

The number of people, their buying habits, and the amount of money they have to spend, are each important in setting sales quotas and allocating advertising appropriations, but for the great majority of products no single feature is an accurate guide. Perhaps we were all *created* equal, but we are not equal when we reach the buying stage; neither do we buy all of our merchandise in the towns in which we live.

As a result of much study and experimentation, and after checking tentative conclusions with actual sales records of many SALES MANAGEMENT subscribers, the editors perfected a balanced "Buying Power Quota," which assigns 5 points to "% of U. S. A. Effective Buying Income," 3 points to "% of U. S. A. Retail Sales," and 2 points to "% of U. S. A. Population." In previous Surveys, the column was called "% of U. S. A. Potential."

This "Buying Power Quota" can be used without change by national marketers in setting up sales quotas on a fair and equitable basis, in dividing up sales territories, in setting realizable goals for distributors; by advertising agencies, and by advertising departments, in breaking down their appropriations and in deciding where to put added pressure.

Those organizations that do not distribute nationally, but operate on a sectional basis, can use the figures with a slight modification. Let's suppose that such a manufacturer operates in a dozen states, and the combined "Buying Power Quota" of these twelve states, as shown in the page headed "Summary of all Data by

Disney and Friends in the Top 10 .as expected

Excuse our bounce, but we can't help feeling good about the nifty Nielsen and the Top-10 position that DISNEYLAND has chalked up in its first season.

Public and critical acclaim and a raft of important awards certainly orroborate the research measurements.

Of course, this comes as no great surprise. Whatever Disney touches turns to great entertainment; we knew we had a hit on our hands before the ink on the storyboards was dry. And wait, there's much more on the way.

We also feel chipper because this is just the latest . . . and most dramatic . . . step in our steady TV progress. DISNEYLAND is an example of what's new and different, and worthwhile these days on the ABC Television

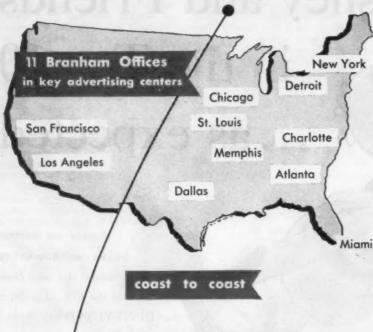
Network. An outstanding example, but hardly the only one.

ABC-TV means business

Walt Disney Productions-

World Rights Reserved

Let a "Branham-man" help you



AND HELP IS NEAR AT HAND

With eleven offices throughout the country a Branham man is only minutes away from your office. These men offer the service, skill and experience necessary to make your advertising investment most profitable.

Branham-men are seasoned advertising counselors. Market and media-wise they are in constant daily contact with all factors that develop national advertising policy and campaigns. Branham is a sales organization representing leading media and serving advertising agencies and national advertisers. Branham-men also work closely with field representatives, distributors, dealers, etc.

We welcome the opportunity to serve you.

THE

National BRANHAN

Advertising

Representatives

COMPANY

States and Sections," is 25% of the national total. Since this is one-fourth of the U. S. A. potential, he should multiply the "Buying Power Quota" for each county in his section by four.

Many alert sales organizations use these potential figures in their sales training and promotional work with important distributors and dealers, but the editors suggest that all national figures be reduced to a local level. The distributor in Richmond, Va., can't see the counties in his territory as a percentage of the national total, but it is very easy to reduce them to an understandable figure. Let's assume that this distributor has five counties in his territory. The potentials for each will be found in the state section.

A typical set-up follows. The first column shows the "Buying Power Quota" from this volume, and the second column is the figure which results from using the total of the five counties (.797) as the base, 100:

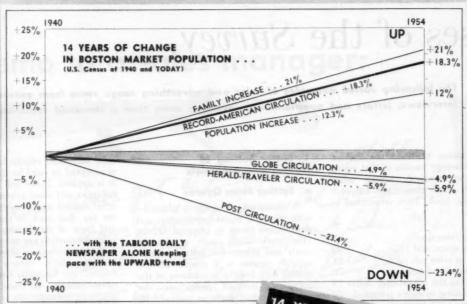
E	Localized	
County	Quota %	County %
A	.0460	5.77
В	.5420	68.00
C	.1220	15.31
D	.0200	2.51
E	.0670	8.41

That distributor can't visualize County B as producing .5420% of the nation's total, but he can see it as having 68% of his territory's volume. See the chapter on "How Subscribers Use the Survey" for other suggested

Quality of Market Index

The last column, called "Quality of Market Index," is a measure of the purchasing ability of each county and city as compared with the nation. It is constructed by dividing the "Buy-ing Power Quota" by "% of U. S. A. Population." The U. S. A. of course, is the base, 100. This index is designed as a handy guide to sales and advertising managers who are considering intensive campaigns in a restricted list of above-average counties. These counties and cities which have an index figure markedly higher than that of the nation (100) or higher than other counties and cities in the state or geographic area, are likely to be the ones where intensified promotional campaigns will bring the greatest returns. Note, however, that it is an index of quality, but not quantity.

The Quality of Market Index should be used only in connection with other columns, not independently. Otherwise, undue emphasis might be placed on counties and cities which are high in quality but weak in quantity.



Actual daily net paid circulation figures for the years of 1940 and 1954 compared percentage-wise above and to the right are taken from A.B.C. Publishers' Statements for the six-month period ending September 30 each year. Population and family increases figured from U.S. Census of 1940 compared with '54 projection of 1950 U.S. Census.

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			292 54		



PEOPLE and PAPERS



If you agree that a newspaper's value to advertisers rests on its ability to keep pace with the people it serves . . . matching increases in population, in families, and in all phases of the economy . . . may we suggest you take a thoughtful, penetrating look at Boston's daily newspaper circulations over the past fourteen years and decide that it's best for your business to use the only paper in this market virile enough to meet and maintain the perennial moves ahead.

BOSTON RECORD · AMERICAN

THE ONLY CONTINUOUSLY-GROWING NEWSPAPER COVERING THIS MARKET

Some of the Most Mentioned Uses of the Survey

The following varied examples of sales and advertising usage come from personal interviews, letters and questionnaires involving more than a thousand subscribers.

In a survey made in the Fall of 1954, extra-copy buyers of that year's Survey were asked, among other things, to name their most frequent uses of the book. They responded as follows:

	10
Setting sales quotas	89
Buying space and time	83
Locating sales soft spots	81
Planning distribution	76
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Finding industrial or warehouse	
locations	59

Subsequently, a New York subscriber who had indicated that he used the Survey to help solve 5 of these problems, made the comment, "Actually these are all different ways of saying, 'help in setting up quotas and advertising budgets.'"

Very few subscribers seem to use the Survey for only one purpose. Consequently it is difficult to arrange the subscriber comments and suggestions in any logical order, since any one subscriber's uses may run the complete gamut.

The first logical division might be those uses which are possible from direct use of the figures as they appear in the issue, which we will consider in this chapter. The second division will be uses which are possible through the aid of I.B.M. punched cards, available through Market Statistics, Inc., and covering both Survey and related data. Suggested uses of these cards will be discussed in the following chapter.

From literally hundreds of use examples of the *Survey* itself, we will compress the most interesting and the most frequently recurring, into four major groupings:

- Better setting of quotas and potentials
- 2. Selecting the right markets
- 3. Getting more from the advertising dollar
- 4. Uses that can't be pigeon-holed.

1. Better Setting of Quotas and Potentials

a. Setting Sales Quotas

If territories are properly aligned—with relatively equal opportunity, and due regard given to physical factors (the work load) such as density, roads and others—the setting of reasonable quotas is a simple matter, calling only for the breakdown of the company's over-all quotas into the relatively equal parts as outlined by the territorial divisions.

Suppose the company covers the country with 50 salesmen. Counties are so assembled, according to potentials developed from the Survey, that each territory should account for 2% of the volume. Then, if the over-all quota is 1,000,000 units, each salesman is held responsible for 20,000.

Anticipate the problem of expanding or contracting the number of salesmen by splitting the area into many equal parts. If you have 50 salesmen, for example, you might well have 100 equal territories with each man handling two. If subsequently you double your sales force, each man would have one.

b. Setting Territory Potentials

Over-all goals are a requisite in any well-managed sales operation, and the big goals there must be broken down into smaller ones. Perhaps the most frequent use made of the Survey is to arrive at detailed territory potentials so that distributors and salesmen have decent equality of opportunity and so that their results can be checked against what they should be able to produce.

The potential may be simple or it may be complex. It can be a percentage of population alone, or retail sales, of a type of store operation, of income—or combinations of the above. Many find that the weighted "Buying Power Quota" has the proper balance. Others modify it by adjusting the weights.

No potential figure can be used

with maximum effectiveness unless it is accepted as valid by those to whom it is applied. There will be some distributors and some salesmen who will rebel against any potential, but readers say that such is the acceptance and fame of the Survey that seldom is it necessary to say more than: "This is the percentage as shown by SALES MANAGEMENT'S Survey of Buying Power." An American Home Products executive says: "By using Sales Man-AGEMENT estimates we are quoting an authority; the man knows he is viewing unbiased information, not just data we have dreamed up to give him a shot in the arm."

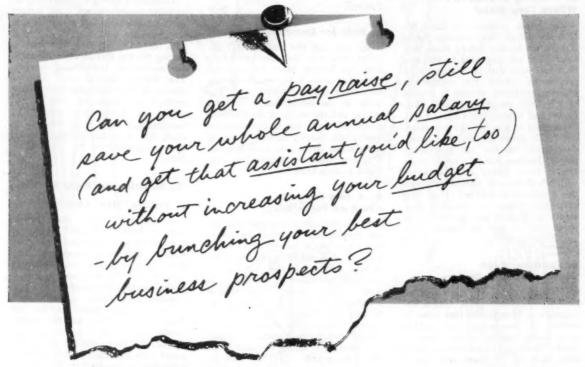
Justifiable gripes on the part of salesmen can be avoided to a large extent if reasonable potential figures are developed for all segments (the majority do it on a county basis) in the area covered by the company, and if each salesman is then given an approximately equal share of the

c. Localizing a National Figure

The Admiral Corp. uses the Buying Power Quota to allot to each of the U.S.A. counties its percentage of Admiral's anticipated production. Because a distributor and his salesmen operate in a restricted territory, rather than nationally, the SM figures are translated into local terms. Each distributor's territory becomes a nation in itself, with totals adding up to 100%. For example, here is what Admiral calls the "Buying Power Index" for the New York distributor. (Figures are from a previous Survey)

		Territory
County	BPI	BPI
Bronx	.998	13.3
Kings .	1.918	25.4
Manhattan	2.413	32.0
Nassau	.373	5.0
Queens	1.058	14.0
Richmond	.122	1.6
Suffolk	.154	2.0
Westchester	.499	6.7
	7.535	100.0

memo to a sales manager:



You can do more through the publication your best prospects prefer

Most publications would shy away from asking thousands of business leaders to name the publication each ranks first in importance to himself. This is a laurel many magazines and newspapers compete for. But, if you don't ask, how can you learn?

Of 4,948 corporate directors and officers who recently answered an un-aided recall questionnaire from Erdos and Morgan, independent research organization—

- -49.8% said they read The Wall Street Journal regularly. (Next publication: 44.7%)
- 35.2% said The Wall Street Journal is "most important" to them, from among all their newspapers and magazines. (Next publication: 24.3%)

You'll want to read the complete report . . . how it was made . . . how its impartiality was assured. It ranks and names 84 publications. Every state in the country is included.

Here's information for your own marketing strategy. Take steps right now to learn how you can bunch your best business prospects through one publication... The National Business Daily.

To get your own free copy of the 1954 READ-ING PREFERENCES OF CORPORATE OFFI-CERS AND EXECUTIVES IN THE UNITED STATES, phone, wire, or write on company letterhead to: The Wall Street Journal, 44 Broad St., New



York, New York; 711 West Monroe St.; Chicago, Illinois; 911 Young St., Dallas, Texas; 415 Bush St., San Francisco, California. "It gives them a clear picture of what they're expected to do," says the Vice President in Charge of Sales. "It makes better merchandisers of them. . . . The Survey helps us to lower the cost of selling. Also, it gives us a continuing check on the movement of goods to maintain par or better on the sales side."

d. Showing Distributors Where They Stand

The James Jamison Co. takes the blue sky out of hosiery quotas for its distributors by first telling them how much they are supposed to sell-and then following that up with periodic reports on results. For example, a certain distributor serving a market of 9,743,788 people in Illinois, Wisconsin and Indiana has a trading area (according to the Survey) representing 7.27% of the national population, and 8.86% of the net purchasing power. Jamison makes a rough average of these figures and comes up with 8% of the mill production which this distributor should sell. Then they keep him posted on monthly shipments by dozens, and give him the percentage of mill production these shipments represent.

e. Spotting Weak Distributors and Dealers

Through use of SBP data and an analysis of industry sales, Amana Refrigeration, Inc., found that sales in several of the largest metropolitan areas were lagging behind those of similar areas and organizations. Reasons back of the lag were found by "shopping" representative dealers. "The data provided by the Survey allows a great deal of analysis in our company that would not be feasible from the cost standpoint if it were not so readily available."

Similarly, Zenith Radio uses SBP potential data as a measuring stick and (1) tries to strengthen district organizations where weaknesses are found by requesting them to add more men, or (2) insisting that their salesmen spend more time in weak areas, or (3) by increasing advertising pressure in those areas.

f. Avoid Inventory Dislocations

The Radio Corporation of America finds that the Survey permits them to put "a price tag" on any given market, and enables them to so allocate merchandise to distributors as to avoid inventory dislocations. "Our secondary use is that the figures serve as a standard for performance where no industry sales to dealer information is available. Your data serve as a yardstick to point up weak spots.

"We use your data extensively before we make any alterations in our
distribution network. When we speak
of a 1% market, for instance, we are
referring to your Survey figures. To
summarize: we determine market potentials, we map sales areas, we study
metropolitan areas, we set sales
quotas, we plan distribution and we
locate sales soft spots—all from the
data showing in the Survey of Buying
Power."

g. Help for Low-Priced Products

It's not just the makers of highticket items who find sales-quota help from the Survey. Mars, Inc., famous makers of candy bars, uses the Survey for setting sales potentials, and "this leads to the establishment of sales quotas and the study of metropolitan areas. We have our own correlation study with Survey figures; it would be a major project to reproduce on a county basis the information provided in your book."

h. A Two-Way Check on Potentials

Some marketing organizations use the Survey and no other figures to study potentials, but in some industries it is possible to match these against industry figures. At Calvert Distillers, for example, the Survey is used as one factor to determine whether a territory is producing up to par. (1) They apply known industry consumption figures against Survey population estimates to find the amount of liquor consumed per capita in an area. (2) Then they determine the amount of the market held by Calvert. (3) Next, they take the Survey "Buying Power Quota" to determine whether or not each sales territory is obtaining its full share of the business. Thus they have a check of both actual and potential businesswhat the territory should produce on the basis of its population, total retail sales and income, and what it does produce.

Similarly, Gooderham & Worts, Ltd., determines the potential of wholesalers in "open" states from Survey-indicated buying power, and "we compare county potential with state potential to discover if each wholesaler is obtaining his share. We can then spur our wholesalers after this proven potential."

i. Quota Setting for a Non-Consumer Product

The Strathmore Paper Corp. uses Survey figures in combination with government and industry figures in assigning quotas. They rank the 86 cities in which they sell against popu-

lation and income figures from the Survey and assign quotas based on averages of "% of Effective Buying Income" (from the Survey), data from the Government's commercial printing Census and figures compiled by the National Trade Paper Association.

j. Selling to Industry

Companies selling to industry, such as other manufacturers, have a more concentrated sales target than is true for consumer goods. Many find that 75% to 95% of their potential is among the top 100 counties shown in our section on Industrial Potentials. The Survey figures give them a choice of determining potential from number of employes, number of plants, or dollar value added by manufacture. It is easily possible to work out weighted averages based upon combinations of the three factors.

2. Selecting the Right Markets

a. Picking "Live" Counties

In selling TV sets, a major manufacturer finds the market spotty—as to good markets where there are good stations with good programs. They pick counties which are seemingly "live" in that they fall into the framework mentioned above. To these counties they apply a three-month moving average (sales for the last three months, dropping the fourth month past as new figures become available). These sales are then compared with all-industry sales and with potentials as revealed by the Survey and:

(1) A decision is reached on how much advertising to do in the area.

(2) The total is then broken down between newspaper and radio advertising.

(3) Point-of-sale items are allocated on the same basis.

If distributors want more support than is indicated as proper by this method of figuring, they have to pay for it themselves.

b. Selecting the Quality Markets

Especially valuable to the makers of products which are "postponable purchases" is the "Quality of Market Index," when used in conjunction with the "Buying Power Quota." A watch company, for example, is looking for high discretionary buying power; it doesn't find it in the backward and depressed counties and cities but by studying the volume potentials in the column, "Buying Power Quota," and then checking against the next column, "Quality of Market



What have they in common?

Our clients come in a wide variety of sizes. But they have one thing in common.

No matter what size they are now, they want to grow and to keep on growing.

We've always felt that the size of a client's ambition was a lot more important than the size of his advertising budget.

MAY 10, 1955

YOUNG & RUBICAM, INC.

Advertising • New York Chicago Detroit San Francisco Los Angeles Hollywood Montreal Toronto Mexico City London Index," it can spot the areas which are worth especially intensive cultivation. One of these companies, for example, singles out those counties which have .2500 or more under "Buying Power Quota" and a Quality Index of 120 or higher.

c. Selecting Test Markets

A Chicago agency executive (Sherman & Marquette, Inc.) says, "No other source is anywhere near as helpful for selecting test markets." Typical cases: they selected the Hartford, Conn., area for a coupon campaign, sending a mailing to every rural boxholder, after mapping out the campaign. . . . For a new line of canned meats, investigators were employed, the number based upon Survey data, to question users as to how they liked the product. . . . The Survey helps them to develop, control and test markets in comparing old and new products.

The New York agency, Lennen & Newell, used a heavy spot radio campaign in two cities and compared results with sales in two other cities selected from the Survey as being similar in size and character.

In another New York agency the SM researcher reports, "In test city campaigns they start with 20 cities selected from the Survey." In another agency, he reports, "the Survey is often used to set up test cities, since no test campaign should be planned without knowing the relative levels of

buying power."

In the January 15, 1952, issue of SALES MANAGEMENT, the article, "How to Check Sales Results by the Paired-City Method," offered suggestions on how to match cities against each other for testing and quota-setting. Many examples are given of "Toni's" in income, total sales or five categories of retail sales. One city or group of cities, for example, could be used to test a new sales or advertising plan-while others of similar potentials could be used as control cities which would not get the new

d. Spotting Retail Weaknesses

Argus Cameras, Inc., watches all major marketing areas, comparing sales with potential figures as derived from the SBP and with sales for previous year. "This study may lead us to more concentrated coverage by our salesmen of accounts which show declining sales, or if results in a city indicate weakness against our national average of the particular type of outlet, we may attempt to find new outlets to bring sales up to par. For example, this may mean the addition ot credit jewelers, who are playing an increasingly important part in our distribution.

Even the most agressive marketers of low-priced, quick-consumption products have their weak sales areas, and Colgate-Palmolive uses the Survey for intensive study of specified areas, such studies leading to possible changes in representation or to more intensive advertising.

e. Eliminating the Unprofitable **Territories**

In 1949-50 Thor thoroughly shook up its distributional setup and cut the number of dealers from 20,000 down to 7,000. Retail sales figures from the Survey of Buying Power were used in a county-by-county analysis of the entire U.S.A.-and several hundred counties were eliminated completely from the Thor coverage because the cost of covering them would be greater than business would warrant. For example, out of 95 counties in several states in the mountain region, 47 were eliminated, to make possible a concentration on the most desirable markets.

f. Adjusting for Unworked **Territories**

Not every manufacturer operates in all counties of the U.S.A.; he may be a regional distributor or there may be peculiarities about his business which automatically eliminate certain territories from consideration. For example, temperatures are controlling factors in the sale of men's gloves and the Daniel Hays Co. has no market in some of the warm southern states. Such a manufacturer, to make practical use of the Survey figures, must find out the percentage of retail sales (or population or Effective Buying Income, or whatever factor he is using) represented in these impossible markets. Let's say it is 30%. Then the states representing the other 70% are, in actuality, 100% of his market and New York, for example, with 11.4490% of the retail sales of the entire country in 1950, would have 16.8300% of his real market.

3. Getting More From the Advertising Dollar

a. General Alignment of Sales and Advertising

Executives of Earle Ludgin & Co., Chicago advertising agency, say: "When you have a budget, and have to get results under the budget's limit, you learn how to spend the money you have. The Survey helps you to pick your market. You can say: 'these are good markets.' You learn to say

'we can get in here' or 'we'll have to bypass this area.' The company sales manager must sit down with the agency account man and figure it out together. Through the Survey you can spot where sales could be good. And that's something you'd better find out."

Through working out accurate potentials and relating them to actual sales, the company and the agency can figure out:

1. Spots where the company is getting its fair share or more of the market.

2. Spots where the company is getting less than its share.

With a knowledge of sales vs. potentials the company then can apply extra pressures intelligently.

The Survey is used often in combination with other data. One agency reports using data for a carpet company as furnished by the Carpet Institute plus potentials derived from the Survey, and a consequent widespread realignment of media allocations in various territories.

Another agency man reports that their recommendations on local media have been greatly simplified through the Survey. They appraise the specific markets in which a client is interested. Alongside each city name they put the "Buying Power Quota" for the Metropolitan Area (usually by complete counties). They total the percentages and make the total represent 100. Then the percentages are recomputed and if on that basis a city area is down for 5% of the total potential, it receives 5% of the advertising dollar.

b. Breakdowns by Metropolitan

An agency head says, "We use the SBP on every account, not only for market selection, but also for media buying purposes. We break down the media by Metropolitan County Areas.

. . . Survey data serve as a bridge to connect three islands: (a) media, (b) the sales department, (c) the advertising department. We must know the market is there, if the people are there at the price, and if the sales department is willing to take it at the

In the Chicago branch of a large New York agency an executive says, "We use the Survey not only for markets but for comparing one medium with another. We use it to ascertain the weakness of one medium in a certain area and then try to offset this weakness by buying complementary media. For example, one magazine may be weak in an area, another strong. We use ABC circulation fig-



The 10 MOST PROFITABLE MINUTES of Your Year

REMEMBER, a little while ago, when you said you'd give anything to be back in a competitive Buyers' Market again? Well, Brother, you're in.

And it is wonderful. But challenging, too. With all kinds of new problems that can't be left kicking around too long unanswered. Like sales costs - how many times have they doubled in your business? Like getting more sales for man-hours spent beating the bushes. Like getting more sales coverage in widened sales territories. Like lighting fires under dealers and distributors.

One of the best moves you might make in finding an answer would be to read the booklet offered in the coupon below. This booklet describes a unique service that has brought valuable benefits to leading corporations in

diversified fields - through application of proven methods in direct advertising and sales promotion.

While this booklet admittedly tells about us - what Dickie-Raymond is, and what we do - it is written in your terms too. It explains the increasingly important role of direct advertising in selling to selective markets. It shows how direct mail, properly applied, can take the air out of inflated selling costs - by pre-conditioning prospects, by generating leads that convert more readily into sales, by increasing "call frequency" where personal coverage is thin. It shows how direct mail scores high readership in the markets you want most to reach.

Take ten minutes to read "The Dickie-Raymond Story". You may be glad you did!

Accounts **Now Served**

partial list only. Names of other wellknown companies, on request.



AETNA LIFE INSURANCE COMPANY AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY AIR TRANSPORT ASSOCIATION OF AMERICA AMERICAN AIRLINES, INC. BROWN COMPANY DOW JONES & COMPANY, INC. - News Printer EASTMAN KODAK COMPANY-Industrial Division

Air Conditioning Division THE GRAY MANUFACTURING COMPANY - Audograph HEWITT-ROBINS, INC.

IRON FIREMAN MANUFACTURING COMPANY MONROE CALCULATING MACHINE COMPANY

GENERAL ELECTRIC COMPANY

NEW YORK STOCK EXCHANGE OLIN MATHIESON CHEMICAL CORPORATION Arms and Ammunition Division PAN AMERICAN WORLD AIRWAYS PEPPERELL MANUFACTURING COMPANY PITNEY-BOWES, INC PLYMOUTH CORDAGE COMPANY RAILWAY EXPRESS AGENCY, INC. SHERATON CORPORATION OF AMERICA ALEXANDER SMITH, INC. SYLVANIA ELECTRIC PRODUCTS INC.

THE NATIONAL SHAWMUT BANK OF BOSTON

Dickie-Raymon

PLEASE MAIL ME a copy of "The DICKIE-RAYMOND Story." Name

Attach to your business letterhead and mail to the Dickie-Raymond office nearest you.

Sales Promotion Counsel Direct Advertising

THE WALL STREET JOURNAL

NEW YORK 225 Park Avenue MUrray Hill 4-3610

BOSTON 470 Atlantic Avenue HAncock 6-3360

NEW HAVEN 109 Church Street SPruce 7-6436



HOW DOES ACB'S PERCENTAGE OF ERROR COMPARE WITH YOUR OWN

We take our hat off to Ivory soap—their product misses perfection by only 56/100ths of 1%.

ACB services can't quite match that figure. However ACB does score better than 95% in "spotting" wanted advertising in the daily newspapers.

Years ago, ACB made a sporting proposition, namely, if we failed to collect more "wanted advertisements" out of a specified list of newspapers, ACB would cancel its service charges. In every competition, ACB produced more specified advertisements—from 10% to upwards of 300% more.

It is this high degree of accuracy that gives added value to ACB's Newspaper Research Services. Sales and advertising policies can be formulated with assurance on this accurate information.

Seed for ACB's Catolog. 48 pages. Describes each of ACB's 14 Research Services. Gives many case histories; coat of service, or method of estimating; complete directory of dailies; U. S. Census of retail stores. It's free! Ask for it today.

reads every advertisament in every daily newspaper

79 Madison Ave. • New York 16 18 S. Michigan Ave. • Chicago 3 20 South Third St. • Columbus 15 161 Jefferson Ave. • Memphis 3 51 First St. • San Francisco 5



ures to correlate with the market data in the *Survey*. We likewise correlate with the best available radio and TV figures."

c. Best Type of Media?

At the C. J. La Roche company a client wished to determine which type of media would be best for him.

"They wanted to know, whether sales of their line—a quality product—were concentrated in large cities or distributed proportionately and not concentrated. We found in the store-type data that sales were proportionate to city size, not concentrated. This led to the decision to use magazines."

In the same agency an executive told SM, "Without the Survey I would not be able to do a competent and adequate job of media recommendation. I am using it right now, for example, to get sales potentials of certain states. I will then choose the 100 best cities in those states and determine whether or not the media allocation is proportionate to sales potential in each of the cities."

At Foote, Cone and Belding officials took from the Survey the counties most important in drug sales. Then, using other data, they chose from these counties those showing the greatest frequency of the common cold. Advertising was then planned to give greatest concentration in those areas where greatest over-all potential was combined with the special interests of that particular client.

d. Merchandising the Advertising

Many manufacturers—or their advertising agencies—prepare for the salesmen county-by-county analyses showing such factors from the Survey as total population, number of families, retail sales, Effective Buying Income—alongside county circulation figures of the company's advertising.

e. Checking Against Media-Supplied Figures

A Kenyon & Eckhardt executive says that "media figures are almost always checked against the Survey," while another agency executive with 25 years of media-buying experience reports, "One of the greatest aids to intelligent space buying developed during my time is the Survey of Buying Power. Today nearly all of the important newspapers and magazines use Survey data in their presentations and so we have two solid standardized sources quoted in the data supplied by media, those being the Audit Bureau of Circulations and the Survey."

f. Applying Pressure where Most Needed

Colgate-Palmolive is a large user of so-called "national" media and has only a modicum of control over the territorial distribution of such expenditures. They use local media to buttress the "national" campaigns. For each of their products potential maps have been developed from Survey figures, supplemented with certain factors of their own. The potential is compared with actual sales and local appropriations are predicted largely on the comparisons.

The H. J. Heinz Co. mobilizes for mass markets by splitting its products into a half-dozen groups, with each group sales manager functioning as the "general manager of his own business." These group managers are charged with keeping their own products moving—even in competition with the other Heinz group. Each works on a sales potential arrived at through a combination of Survey figures plus past experience of the company.

Sometimes a company prepares these comparisons; some companies turn area sales figures over to their advertising agencies for comparison with SM's Survey potentials, and special advertising is appropriated to fill in the gaps.

The full effect of magazine and network radio and TV cannot be realized unless the company does a bang-up job of merchandising its campaign to its own salesmen, wholesalers and dealers. To do this the "national" must be made "local," through breaking grand-total figures down to states, counties, cities. A distributor may be yelling for more help. The company or its agency uses the Survey to get data on population, families, sales or income for the distributor's territory. then takes the circulation in the area of magazines used (or the local radio outlets of the network program) and sets these down against the distributor's market.

g. Is Fault with Salesmen Or with Advertising?

When Toni sales fall below potentials indicated in the Survey, the company makes an examination of two factors—their own salesmen and the competitive advertising weight.

When Cooper's Inc., Kenosha, finds sales below SBP potential, they increase sales promotion expenditures in the weak area.

The Anahist Co., faced with a similar below-potential problem, increases the advertising—but only if income (E.B.I.) figures seem to justify it.

SURVEY THIS KIND OF BUYING POWER!

We did! And it's quite an impressive sight by any of several important measurements,

The well-known research firm of Erdos & Morgan recently completed a new and comprehensive study of National Geographic readers. The highlights have a fine and profitable luster that should attract any advertiser's eye. For example:

Income – the yearly median for National Geographic families is a prosperous \$6,593. Nearly one out of every four earn \$10,000 or more annually.

Education – 48% of our family heads have a college education.

Over half of those also took post-graduate work.

Property ownership – 92.6% have at least one car; 31.8% have two or more. Homes? 81% own theirs.

Appliances, cameras, musical instruments, home workshop tools? National Geographic homes are a voracious market for all kind of quality products!

Occupations - 31.4% of family heads are top executives (presidents, owners, corporation officers, etc.); another 37.6% are in managerial, supervisory, sales and professional ranks.

Reader loyalty? — Unique among all magazines! The median length of readership is 10.7 years — with a phenomenal renewal figure of 87.4%, attained without circulation incentives of any kind. What's more, over three-quarters of The National Geographic families who responded tell us they save their back copies of this famous magazine!

Extra facts — and every one points out what a special kind of customer you reach when you advertise in The National Geographic. We've assembled a full-report on our new reader survey in a booklet called "Q. E. D." It proves why more advertisers keep using more pages in The National Geographic month after month.

THE NATIONAL GEOGRAPHIC MAGAZINE

Washington 6, D. C.

reaching over 2,000,000 families who earn more, ... and buy more!



Ok, Yet... Be With You in a Minute... Saw Your New Product Advertised in our STATE MEDICAL JOURNAL!



YOUR DETAIL MAN will find more open doors where advertising in STATE MEDICAL JOURNALS parallels his efforts. For the impact of each STATE MEDICAL JOURNAL is on the local level—and the doctor buys at the local level.

Constant reader interest is assured in State Journals — both by the high standards of original manuscripts and advertising, and by the home-state character of the news and views in every issue.

Will the doctor see YOUR PROD-UCT STORY in his own State Medical Journal? He will be seeing most of the manufacturers' names he writes most often!

Easy One-Stop Handling — One Contract!
One Original Plate! One Statement!

1See our Statistical Study.

2Accepted by A.M.A. Councils.

STATE JOURNAL ADVERTISING BUREAU

American Medical Association 535 NORTH DEARBORN STREET CHICAGO 10. ILLINOIS

"end for Latest Survey!

ALABAMA—Fournal of Med., Asan. of ABSONA—Medicine
ABKANSAS—Med. Society, Journal of CONNECTION—State Med. Journal
DELAWARE—Med. Journal
DELAWARE—Med. Journal
DELAWARE—Med. Journal
DELAWARE—Med. Journal
DELAWARE—Med. Journal
DELAWARE—Med. Journal
MEDITAL OF COLUMBIA—Med. Asan. of ARAMAI—Med. Journal
MOIANA—State Med. Journal
MOIANA—State Med. Journal
MOIANA—State Med. Soc., Journal of Med. ASAN. OF Med. Soc., Journal of Med. ASAN. Journal
ANAMAI—Med. Asan. Journal of Med. ASAN. OF Med. Soc. Journal of Med. ASAN. Journal
MICHIGAN—State Med. Soc., Journal of Med. ARTHAND—Medical Journal
MICHIGAN—State Med. Journal
MICHIGAN—State Med. Journal
MORE STATE—Medicine
MORE MED. STATE MED. Journal of Med. Med. Soc. of MORTH CAROLINA—Med. Journal
OKLAWOMA—State Med. Journal
OKLAWOMA—State Med. Journal
OKLAWOMA—State Med. Journal
OKLAWOMA—Med. Med. Journal
OKLAWOMA—Med. Med. Journal
OKLAWOMA—Med. Journal
OKLAWOMA—Med. Journal of Med.
SOUTH CAROLINA—Med. Journal of Med.
SOUTH DAKOTA—Journal of Med.
SOUTH DAKOTA—Journal of Med.
VINGENIA—Med. Journal
of WEST VIRGENIA—Med. Journal
of WEST VIRGENIA—Med. Journal
of WEST VIRGENIA—Med. Journal
of WEST VIRGENIA—Med. Journal

h. Handling Franchised Dealers or Producers

Where companies operate through franchises, as in the case of the soft drink industry, the franchise holders are often asked to contribute part of the advertising expenditure. This may be done on a case or unit basis, based on actual production and sales-or it can be tied in with potentials. One advertising agency writes, "We are faced with the task of allocating advertising expenditures of national and local campaigns to company-owned, and also to franchised, bottling plants. This just couldn't be done on a fair basis with sales and media data alone. The Survey gives us exactly the additional data that are needed to make each plant pay its fair share."

i. Measuring the Changes in Markets

The current Survey may be used on its own or in comparison with previous issues. At Young & Rubicam, for example, officers are interested in the measure of change, and find the continuing Surveys a valuable measuring rod. (In this year's Survey see the new section on growth areas.) An area may continue relatively large, but still not keep up with its former rate of growth or with other areas; another may be bounding ahead. Knowledge of such factors makes possible a more intelligent application of advertising.

At United States Rubber "the Survey is used to set sales quotas and as a guide to finding changing markets. The Survey indicates where to look for the greatest increases in sales and buying power. The columns on Effective Buying Income and Quality of Market Index are both used for the purpose. The 'Buying Power Index' column is used in the setting of quotas for distributors."

4. Uses That Can't Be Pigeon-holed

a. Routing the Sales Force

Sales costs can be lowered and efficiency increased, if wasteful or useless travel is eliminated. One sales manager reports that in an Iowa territory he discovered by plotting Survey potentials against reported travel time that his salesman was spending 15% of his time in cities that produced 75% of his business, and 85% of his time in the "thin" and "dead" areas which were good for only 25% of his volume.

b. Marketing a New Product

When a company puts out a new product for which it has no comparative data in its files, or for which there are no association or Census data, the Survey can be used as the sole basis for estimating potential sales, but it will have to be done on a trial-anderror basis until experience indicates the factor or combination (such as families, total sales, sales of a store-type, or income) with the highest correlation.

c. Quality of Market Index

One of the largest distillers reports that his problems on one brand are quite different from the others. For his low-price brands, "Buying Power Quota" is most valuable, but on his first-line brand, the Quality of Market Index (last column in the tables) is his key to most responsive markets.

d. Determining Weighted Sales Potential

The "Buying Power Index" is a weighted figure (5 points E.B.I., 3 points retail sales, 2 points popula-tion) which has been found satisfactory by the majority of manufacturers who supply articles which might be labeled "comfort" or "luxury" items. To those who make low-priced massconsumption articles, the factors of total population and retail sales volume in specific store categories take on added importance. A large food company, for example, assigns 4 points to population, 4 points to food store sales, and only 2 points to Effective Buying Income. The U.S.A. percentages which are not shown in the Survey (store categories) may be computed by the subscriber or are available from Market Statistics, Inc., 432 Fourth Avenue, N. Y. C. 16, N. Y.

e. Food Business Quotas

Many companies develop their own potentials from Survey data instead of using the "Buying Power Index" column. At Kraft Foods Company, for example, a department head reports, "We use SM's figures, weighted Food Store Sales 5 points, Effective Buying Income 3 points, Population 2 points."

Media decisions for Reid and Murdock are based upon detailed maps which show counties in green where food sales are above average in dollars; blue 65% to 99% of average; red and brown, far below average. In top counties, families spend upwards of \$1000 annually for food, in poor ones less than \$300.

f. Deciding on New Branches

The Miles Shoe Co. reports that the Survey is used both by the Sales Department and the Real Estate Department to determine whether or not a town warrants a Miles store.

The United States Rubber Co. uses

the Survey often in the planning of locations for new plants or distribution branches, in addition to choosing distributors according to a logical

pattern.

Other representative companies using the Survey to locate new sales branches or factories include Columbia Records, Inc., General Electric Co., Lamp Division, Commar Products, Inc., Wheeling Corrugating Co., Nesco, Inc., Nash-Kelvinator Corp., Hood Rubber division of B. F. Goodrich Co., Celotex Corp., Sears Roebuck & Co., Prudential Life, Fedway Div. of Federated Department Stores.

Pabco Products, Inc., often uses the Survey to determine the extent of the market which would be served profitably from a proposed new industrial

location.

g. Setting Up Panels and Surveys

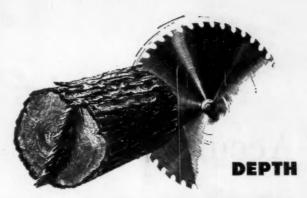
In any survey operation it is most important to be sure that it is representative. Many of the Survey data are used by professional research organizations, agencies and manufacturers to properly weight their samples according to geographical location, income, sales, etc. The R. T. French Co., for example reports two major uses of the Survey: (1) in the establishment of sales boundaries and (2) as the quota sampling bases for the geographic and population density characteristics of their national consumer panel.

h. Courts and Government

A very frequent use of Survey material is in the preparation of arguments and briefs before courts and quasi-judicial bodies. Practically every major or feeder air line uses Survey data at Washington hearings, and as an officer of Continental Air Lines, Inc., puts it, "We obtain your current figures on population and retail sales. Such figures are used in new route cases before the Civil Aeronautics Board, and the Survey is accepted as the source to use when current census figures are not available."

i. Would This Be a Good Investment?

The Hartford Fire Insurance Co. uses the Survey to help in the analysis of municipal bonds proposed for investment. "The figures giving the estimated per capita buying power and the family income figures are indicative, we feel, of the character of the community and its general economic background. It also makes for a handy comparison of one community with another, or with a state or region. We also use it as a source for up-to-date estimated population figures.



OF PENETRATION

cuts through to the buying impulse

When you advertise your goods or services in THE CHRISTIAN SCIENCE MONITOR, your sales message penetrates right to the heart of the buying impulse of this important market. That is because readers of this international daily newspaper rely thoroughly upon both its news and advertising columns. They have proved its reliability, and they make it a practice to buy products advertised in this their favorite newspaper.

In fact, manufacturers find many times that consumer resistance actually develops into consumer insistence, when their advertising appears in the MONITOR. Readers of the MONITOR ask for the brand they have seen advertised in this newspaper.

In addition, the "spendable income" – money available for worthwhile products – is well above the average among MONITOR readers. Many national advertisers have found that a regular schedule of advertising in the MONITOR increases sales at modest cost. We shall be very glad to prepare such a custom-built program of advertising for you. – THE CHRISTIAN SCIENCE MONITOR, One, Norway Street, Boston 15, Mass.

SPEAKING OF DEPTH OF PENETRATION, HERE IS WHAT ONE ADVERTISER SAYS: "We feel that we can state without qualification that the advertising that we do in The Christian Science Monitor is the most 'resultful' to a dollar of any newspaper advertising that we do."



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Setting Sales Quotas Accurately and Painlessly

The availability of Survey of Buying Power data on IBM cards has, over the past six years, greatly facilitated the analysis of markets for setting distribution and advertising quotas. Dr. Jay M. Gould, Research Director of the Survey, and Managing Director of Market Statistics, Inc., summarizes below typical problems and solutions that can now be conveniently handled with these new IBM techniques, with some new examples.

The Meaning of a Potential

Two important questions asked by all sales managers concerned with the problem of regional allocations are: "What will be the sales of Area A?" and "What could they be?" The answers will generally differ because the questions are really radically different in concept. The former is concerned with a forecast, the second with a potential; and these are not interchangeable concepts.

The sales potential is the more basic of the two. In any given area actual sales of a product may, for a variety of reasons, be regarded as extremely low or extraordinarily high. In advance of the actual sales experience, however, we can conceive of a definite sales potential which could be attained from the expenditure of a certain amount of sales effort, if the relevant economic factors were in "normal" operation, i. e. if the potential truly reflected the economic resources of the area.

Data in the Survey can serve to indicate the market potential for a wide variety of goods designed for the ultimate consumer or the industrial user.

Setting Quotas

Take the problem of a sales manager distributing a new product, for which there is no previous sales experience. He wishes to establish sales potentials, let us say, for Area A as against Area B. The problem can be reduced at this stage to one of relative proportions—to establish for each area percentages of a sales total which

can later be fixed for the company

If Area A has twice as large a population as Area B, does it follow that its sales potential will be twice as large? The answer might be yes if the product were a low-priced staple commodity with a mass appeal.

The Population Factor

The sales of table salt might be expected to follow the distribution of population, for there do not appear to be any economic, social, or climate differences that would introduce regional variations in per capita consumption of table salt. But for many other staple goods, other economic factors may come into play where differences should be allowed for in per capita consumption. Per capita consumption of bakery products in two areas may differ because of differences in the age distribution of the population of the two areas, in average family size or in climate, making for variations in per capita bread consumption. Such questions should be raised, though it may be decided that such differences are small enough to be ignored.

The point to be stressed is that the existence of wide variations in per capita sales leads to the search for some other market factor or factors that will help predict or anticipate these variations.

The Income Factor

But suppose the product under consideration were a relatively highpriced food, whose appeal would be expected to be greater in an area having a higher level of income. Then it can be argued that area potentials should bear the same relation to each other as area population weighted by the average per capita income. This is mathematically equivalent to saying that the area potentials are in the same proportion to each other as the area incomes. In other words, if Area A has twice the income of Area B, it should have twice the bread potential.

We have noted only two of the many possible significant factors—population and income—in accounting for sales variations in a wide range of consumer products, although we can show that these are, generally speaking, the most important. A large number of factors can be accounted for if the technique of multiple correlation is employed.

The multiple correlation technique is designed to measure the statistical importance of any particular factor in "explaining" why actual sales vary from expected or "potential" sales. If a set of factors is adjudged to be significant enough for inclusion in the analysis, the correlation procedure will yield some system of weights to be assigned to all significant factors in arriving at a "potential" sale.

That population and income are of great importance in evaluating the sales potential of an area follows logically from the fact that all consumer goods can be considered to have varying degrees of attractiveness to consumers, depending on their income status. At one end of the range are the low-priced "necessities," the de-



Here was a new kind of paper napkin developed by the Scott Paper Company. It was strong even when wet, Creative imagination devised a series of tests to dramatize this "wet strength." But, which of these tests would be most dramatic to TV audiences? Experiments were made on a "live" camera in the Thompson TV Workshop...

While these tests were being made in our Workshop they were being viewed under actual broadcast conditions on television sets in J. Walter Thompson Company's office. Thus, it was possible to pick the most effective demonstration...the famous Scotkins "apple dunking" test

The J. Walter Thompson Company TV Workshop helps give the answer

-how best to dramatize your product's advantages

The J. Walter Thompson Company Television Workshop is now over a year old.

A fully equipped studio, the Workshop has a Dage television camera, sound motion picture cameras and projectors, and sets lighted by batteries of Kleigs.

A closed-circuit cable connects the Workshop with sets in the Thompson office. Thus, when a new commercial is being created in the Workshop, the whole group of Thompson people concerned can watch its development.

On sets in the office they see the

commercial as it would appear in an actual television broadcast. This saves time and money, since each step is checked by the group as work progresses.

The group can make sure your product looks right on television. They can help select models. Any flaws in the commercial can be picked out and quickly eliminated —before incurring the costs of finished production.

Because the Television Workshop serves as a "proving ground" where the creative minds and the technical minds can work out problems together, even the *best* ideas are given an additional lift. The end result is more effective commercials, made to a higher standard of quality.

If you would like to know more about the Television Workshop—or see it in action the next time you are in New York—write to the J. Walter Thompson Company, S5, 420 Lexington Avenue, New York 17, New York.

Other Offices in: Chicago, Detroit, San Francisco, Los Angeles, Washington, D. C., Miami, Montreal, Toronto, Mexico City, Buenos Aires, Montevideo, Rio de Janeiro, São Paulo, Santiago (Chile), London, Paris, Antwerp, Frankfurt, Milan, Johannesburg, Port Elizabeth, Cape Town, Nairobi, Durban, Bombay, Calcutta, New Delhi, Sydney, Melbourne. mand for which depends mainly on the number of consuming units. At the other end, are the relatively highpriced "luxury" goods, the demand for which will vary in relation to the income status of the prospective consumers. We would expect the regional distribution of the sale of Cadillacs to be heavily influenced by the income factor, whereas the income factor would be of relatively little importance in the regional distribution of table salt.

The early attempts of market researchers to adapt magazine circulation data for use in distributing sales stress the importance placed on the income factor. They assumed that the purchase of certain magazines might reflect the existence of a market of high "quality." Similar reasoning attended the use of regional data on residence telephones in use, income tax returns per 100 homes, and even the number of wired homes.

These expedients are no longer necessary. Income figures collected in the 1950 Census of Population provide a rich body of data allowing the area income totals to be distributed among income groups, as we shall show below.

The Sales Factor

Another key factor in evaluating an area's sales potential is its degree of retailing concentration. A market potential depends not only on the number and character of its residents, but also on the number of consumers from outlying areas who through habit, accident, or necessity come into the market for specific types of purchases. This factor is of a fairly constant character and may be measured fairly accurately by the use of data on sales of retail outlets in the Survey, projected from the Census of Retail Trade. It underlines the importance of choosing a suitably defined sales area, a point to which we shall return later.

The difficulty in using data on sales of retail outlets as an indicator of the demand for a specified product is that, except perhaps in such a case as the sales of gasoline service stations, the given product usually forms a very small proportion of the sales of retail outlets classified in many different ways. A typical drug product, for example, will be sold through outlets classified as drug, general merchandise, or food, and the total sale will include a host of products whose sales potential may diverge considerably from that of the drug product.

For this reason, it is frequently more desirable to establish a potential for a commodity or service, not by sales estimates of certain types of outlets, but at least in part on the demand for that product as indicated by the number and income characteristics of its potential consumers.

In recognition of the importance of the population, sales and income factors, a formula devised many years ago by Sales Management has been found to offer reasonable area sales quotas for many consumer goods that are neither low-priced staples nor high value luxury goods, and that are sold through standard retail outlets. This formula assigns a weight of 2 to an area's percentage of total population, a weight of 3 to the area's percentage of total retail sales, and a weight of 5 to its percentage of total disposable income, to yield what we call the Buying Power Quota. Correlation analysis in which the sales of a given product are expressed as a mathematical function of so-called "independent" quantitative factors will yield weights similar to those employed in the SALES MANAGEMENT formula. If the analysis is to proceed to an investigation of all sales areas, it is desirable to limit the independent factors to those for which quantitative data are available for all counties.

The Buying Power Index is only one of many possible combinations of Survey data that have been devised to approximate market potentials. Experience is the only guide, since individual goods and services have their own particular characteristics. The examples below illustrate only some of the many different approaches. In all these cases, it is the use of punch card equipment that makes possible the reduction to manageable proportions of what would otherwise be an insuperable burden of tedious transcription and calculation.

To Evaluate Sales Performance

Before discussing specific industry applications, a word about the general use of IBM punch cards for sales and promotion analysis. More and more companies of all sizes are increasingly adapting their accounting procedures and sales records to punch card equipment. This offers many new opportunities for evaluating sales performance. If a sales figure for an area or a product is expressed as a percent of the company total, comparison with some objective indicator of the potential, also expressed as a percentage, will draw immediate attention to the area or product for which sales are significantly greater or less than po-

We reproduce actual IBM layout cards on page 45, indicating the number and diversity of market factors underlying the data in the Survey which can be reproduced for special analyses. IBM cards contain 80 columns which permit including on a single card information on company sales, codes to identify the area (which can refer to states, counties, cities, metropolitan areas, or any combination thereof), alphabetic description of the area, plus as many as six or seven of the market factors most applicable to a particular product.

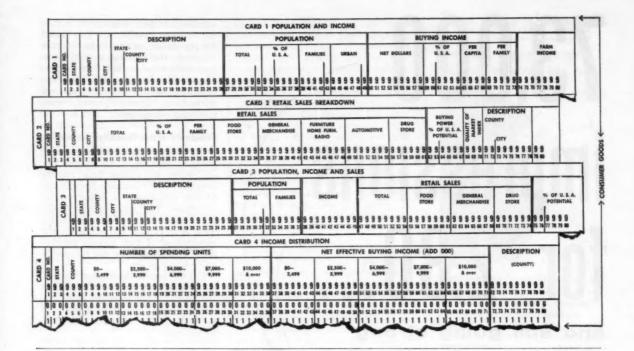
After a sales manager, or market research head, has decided which factors are of chief concern to him, he can take a set of county cards containing this information and rearrange them to conform to his sales areas, based on the county-by-county definition of each area. The cards can then be run through an IBM listing machine, to yield potentials, subtotaled for each area, which can be compared with actual sales.

The selection of market factors for any particular product depends in great measure on what economists call its "elasticity of demand." In simple terms-the degree to which its appeal is that of a low-priced necessity or high-priced luxury item or service. For products with a mass appeal, population would receive most weight. Luxury-type products would give most emphasis to income, and within income, to those groups falling into the higher income brackets. At the same time, retail sales should also receive some weight, because an area may have both consumers and sufficient income, but the demand will not be effective unless there are sufficient outlets to realize the sales potential.

Modifications of "Buying Power Index": Products with Mass Appeal

The principle of using population, sales and income as the basic three factors (as in the Buying Power Index) can be used for all types of goods. A large food manufacturer regularly uses the Survey cards, giving a weight of 4 to population, 4 to food sales, and 2 to income (all factors expressed as percentages of U. S. A.). This type of formula, suitable for low-priced necessities, has also been successfully applied to such products as shoes, tobacco, work clothing, and drug products. In the past year, about a dozen large food processors have used Survey cards, with particular emphasis on population and food sales.

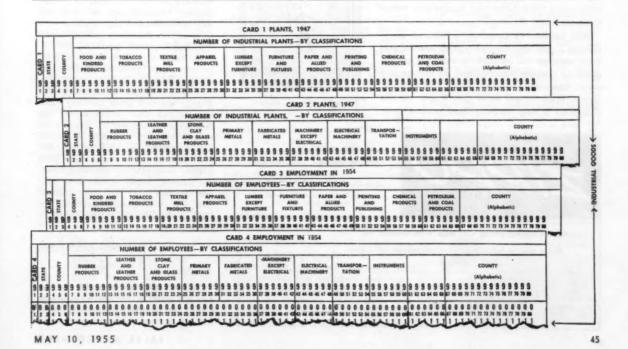
A formula applicable to higherpriced products, used by a leading manufacturer of washing machines and other appliances, assigns a weight of 2 to number of families, 2 to sales of furniture-household appliances-radio stores, and 6 to income (all



We present here the IBM cards underlying all data published in the 1955 "Survey of Buying Power," and which are therefore available for the analysis of markets, both consumer and industrial. The first set of four cards relates primarily to consumer goods. Card 1 offers basic data on population, families and income available for the U. S., states, counties, cities and metropolitan areas. Card 2 offers for the same areas the basic data on retail sales and its main components. Card 3 indicates those market factors taken from Cards 1 and 2 that are most commonly used in the analysis of consumer markets. Card 4 presents the new data on the distribution of net income, now

available for all counties. In this card columns 7 through 36 indicate the number of consumer units respectively earning in 1953, after taxes: \$0 to \$2499; \$2500 to \$3999; \$4000 to \$6999; \$7000 to \$9999; and over \$10,000. Columns 37 to 71 inclusive indicate the total earnings of consumer units falling into each income group. Total earnings for all five groups equal the net buying income total for counties shown on Card 1.

The four industrial cards offer the basic data on number of plants and employes in each of the 19 two-digit industrial classifications recognized by the Census Bureau.



73,000 impressions for \$2.80...

and still going strong

For more than ten years, the familiar little trademarked figure of Reddy Kilowatt has been doing a selling job for electric companies on the surface of this business gift Zippo.

You can see from the honorable marks of use how the owner keeps his Zippo constantly with him! Each time it flashes into flame, the donor's business message flashes into view—an estimated 73,000 times to date!

That's mileage for a message – frequency of impression, and impact you seldom get in ar:y other way! What better way to have your trademark seen and discussed?

Men become so attached to faithful, easylighting Zippos that they carry them everywhere! Your message will be seen by scores of people daily—at business meetings and on outings and social occasions, for many years. The man you give a Zippo to will never give it up! Yet the investment is very modest. Send coupon now!



Reddy Kilowatt is a registered trademark and is used by permission

ZIPPO

LIGHTS EASILY... ANYWHERE...ALWAYS

Zippo Manufacturing Company, Bradford, Pa. In Canada: Zippo Manufacturing Co., Canada Ltd., Niegara Falfa, Ont.

ZIPPO	MANUFACTURING	CO.,	Dept.	5-34,	Bradford	Pa.

Please give me full information about business gift Zippos.

Name_

Firm

Address

In this case families are substituted for population, as should be the case wherever the product is sold on a household basis, rather than to persons. Similar formulas have been successfully used by manufacturers of refrigerators, vacuum cleaners, sewing machines and ranges.

expressed as percentages of U. S. A.).

Products with Quality Appeal

For a wide variety of high-priced products, reliance on the income factor alone, no matter how heavily weighted, is not desirable because the income percentage is based on an aggregate. The total income figure for a county or city will include income of all classes, and frequently the contribution of high income families will be dampened by the income of low income groups.

For this reason, the income distributions underlying the income totals in the Survey (see card 4, page 45) offer far better indicators of potential for high quality products. Consider,

for example:

	Popula- tion (in	Total Income (in thous.)	Consumer Units earn- ing over \$7,000 (in thousands)
Westchester, N. Y. St. Louis, Mo	684.7 1,384.8	1,552,027 2,561,820	987,636 1,077,431
Flatio	.487	,606	.926

The population factor credits St. Louis (county and city) with more than twice the potential of Westchester. Manufacturers of table salt will probably find this accords with their sales performance in these areas. For higher-priced products, the income factor credits St. Louis with 60 percent more potential than Westchester. However, with respect to the income of consumer units earning over \$7,000, the two areas are very close in potential. One would expect the two areas to account for equal sales volume for such products as quality liquor brands, cars falling into the Mercury and Buick price classes, high fidelity radio-phonograph equipment, etc. Turning finally to income of families earning over \$10,000 (income data for such families available on IBM cards although not published in the Survey), we find:

(in thousands of dollars)

Westchester 755,243 St. Louis 669,676

The Westchester potential for the sale of Cadillacs, and similar products aimed at consumers earning over \$10,000 per year, would appear to be 20 percent greater than that of St. Louis.

The marketing importance of income distributions can be underlined by this fact. The sales response to practically all goods and services, other than basic necessities, will bear some relationship to the income of the consumer. These relationships can be fairly easily determined by sampling surveys. A recent survey of life insurance ownership conducted by the Survey Research Center of the University of Michigan indicated that about 50 percent of all families earning under \$2,500 were insured, whereas the percentage for families earning between \$2,500 and \$4,000 was about 80, and for families earning over \$4,000, the percentage was about 92. These percentages could then be applied to the number of consumer units falling in each income bracket, to vield for each county a theoretical or potential number of units that should carry life insurance if the national experience were duplicated in each county. The life insurance industry could then determine, by comparison with actual numbers of persons insured in each county, which counties have as yet not tapped their full life insurance potential.

While the life insurance industry is peculiarly fortunate in being able to assemble sales data on an industry basis, the same procedure can be followed on a company basis. The distribution of a particular quality brand of liquor could be established by setting up a system of graded weights on consumer units falling in each income bracket. In this way, a weighted potential can be set up for each county, expressed as a percentage of total expected company sales. This would highlight areas where sales do not reflect the full potential of middle and high income brackets.

Eventually, the results of the great Bureau of Labor Statistics 1950 study of consumer expenditures will be available, which will show the effect of income groupings on a wide variety of consumer expenditures for housing, fuel, housefurnishings, food, tobacco, liquor, clothing, medical care, recreation, reading, transportation and insurance. This information when applied to the Survey data on income breakdowns, will permit a great extension of our present knowledge of regional marketing patterns.

Urban Demand

Consumer demand for a wide variety of goods and services seems related to the degree of urbanization of an area, as well as to other factors discussed above. Of two counties with equal population and income, the one

that is more "urbanized" will have consumer expenditure patterns geared to a certain urban way of life-greater proportionate expenditures on consumer services in general, such as rent, recreation, personal services, insurance and on such goods as fashion apparel lines, men's accessories, and jewelry. This fact suggests the desirability of constructing a special "Index of Urban Demand" which will give emphasis to this urban factor. This index is similar in structure to the Buying Power Index, except that for each county we use its urbanized population (expressed as a percentage of total U.S. urbanized population) in place of total population in deriving a weighted index of urban buying

As an example, a large manufacturer of high style belts, braces, garters and jewelry has constructed an index of urban demand by giving a weight of 3 to urban population, 3 to retail sales and 4 to income, all expressed as percentages of the U. S. After weighting these three factors we add them to arrive at the index of urban demand. The degree to which this formula steps up the potential for urban areas is illustrated below, for instance, for a rural and urban county in Alabama:

Percentage of U. S. A.	Autauga	Jefferson
Population	.0108	.3734
Urban population	.0040	.4629
Sales	.0036	.3612
Income	.0048	.3416
B. P. L	.0056	.3538
Index of Urban Demand	.0042	.3839

Here the rural county-Autaugahaving much less of an urban population (.0040% of USA total) than total population (.0108) therefore has an index of urban demand (.0042) which is 25% less than its BPI. Jefferson county on the other hand, being heavily urbanized, has an index of urban demand which is 9% greater than its BPI. In this way the urban demand index will give a special boost to all urban counties, at the expense of the rural counties, totaling 100% for all counties in the U.S. This index can thus be used by all manufacturers and distributors who have felt in the past that for their products the BPI throws too much emphasis on rural areas.

Relation of Consumer Demand to Commercial and Industrial

Many manufacturers find that the demand for their products may not be confined to consumer markets, but may overlap the industrial and commercial markets too. One example would be producers of materials and equipment used in the construction of homes, factories and commercial es-

The "local-ness"

of daily newspapers gives ACB two important jobs to do



ACB supplies proofs-of-insertion for more than 1600 publishers... and 14 Newspaper Research Services to over 1,100 merchandisers.

There are 1,393 cities in the United States in which daily newspapers are published.

Each of these cities and its trading zone comprises a local and independent market in which consumers are dominated by newspaper advertising. Daily newspapers publish more advertising than all other media combined!

The "local-ness" of each of these markets is the great reason for the effectiveness of newspaper advertising. It permits advertising to be localized to fit the mutual needs of the national manufacturer and his local merchant. It lets advertisers aim their sights at a single community rather than at a national statistical average.

A "Clearing House" for Advertisers
It is also the "local-ness" of these
markets that in 1917 called for the
existence of Advertising Checking
Bureau. Newspaper publishers in
practically all of 1,393 cities wanted
advertisers and their agencies served
more promptly and efficiently with
proof-of-insertion copies from a centrally located clearing house. ACB
took the job and handled it with
better than 95% accuracy.

Once again the "local-ness" of

Once again the "local-ness" of newspaper advertising gave ACB an important job—this time from the advertisers themselves. These advertisers wanted to know "who" advertised "what" in these 1,393 local and widely separated markets.

Thus began the ACB Newspaper Research Services described at length in the column on page 38.



tablishments. Another example may be the problem of fire insurance companies whose coverage rates differ with respect to homes, plants and commercial establishments. In such cases, county potentials may be developed as follows: National (or state wide) aggregates have to be established for each of the three types of demand. Each may then be automatically distributed among all counties, using the number of occupied homes, expressed as a % of the USA, to indicate the relative importance among all counties of consumer demand. In the same way the industrial aggregate may be apportioned among all counties by use of data available on IBM cards on the number of factory employees in 1954. Finally, it has been found that the % of USA retail sales is so highly correlated with such types of commercial activity as wholesaling, finance, insurance, utilities, warehousing, etc., that it can be safely used to distribute any commercial aggregate. The results may be illustrated by consideration below of estimates of fire insurance potentials for two counties in Massachusetts, obtained by use of the above three factors to distribute state-wide aggregates:

Type of Premium (Th. \$)	Suffelk	Worcester
Habitational	. 3117	1948
Mercantile	4145	1764
Manufacturing	. 920	918
	-	
Total	. 8182	4630

Thus in the above estimates, proper emphasis has been given to the greater relative importance of manufacturing in Worcester as compared with Suffolk.

Other Uses of Survey Data on Cards

a. Classification By Size and Markket. Many companies find it desirable to regroup cities into various classifications not found in the Survey. The IBM cards facilitate the distribution of city cards into size groupings for population, families, retail sales, etc. Certain interesting market characteristics emerge from such analysis. Although per capita and per family income vary directly with city population size, the largest per capita food sales are found in cities with popula-tions of between 2,500 and 50,000; the highest general merchandise sales per capita in cities with populations of between 250,000 and 1,000,000; the highest per capita sales of home furnishings, radios and appliances in cities with populations of between 100,000 and 250,000; the highest per capita automotive sales in cities with populations between 25,000 and 50,000; and the highest per capita sales of drugs in cities with populations of between 100,000 and 500,000.

b. Nielsen Areas. A common procedure followed by many companies and agencies is to distribute all county Survey data into the five Nielsen size classifications, which can then be sub-

totaled regionally.

c. Curtis Market Areas. All 3,072 county cards are annually distributed and subtotaled into the 501 market areas delineated by the Curtis Research Department. Other national breakdowns in use include the 613 Hearst Areas and 84 areas defined by the National Wholesale Druggists Association.

d. Television Areas, The major broadcasting networks all use Survey data on cards to work out market data subtotals for television areas.

e. Survey cards carrying data on households are used as a base to establish current circulation coverage ratios for all major magazines. Eleven cooperating advertising agencies in Chicago recently broke down the circulations of 60 leading magazines by counties and metropolitan areas, relating circulation figures to Survey

MOVING A PLANT?



TAKE THESE FOUR STEPS:

- O Call your local North American Agent ,
- Explain your moving problem
- Accept his experienced counsel
- (2) Use his unlimited facilities

North American Van Lines is equipped to move your office equipment and the household goods of all affected personnel safely and swiftly to your new scene of operations. Save days of *down-time* . . . make your transferred employees happy with a "wifeapproved" North American move.



Look for this dependable trade-mark under "Movers" in the yellow pages of your phone book.



Write for this interesting booklet on company-paid moving service. • Address Dept. SM-55

NORTH AMERICAN VAN LINES, Inc.

GENERAL OFFICES: FORT WAYNE 1, INDIANA

North American Van Lines Canada, Ltd. TORONTO, ONTARIO

MOVERS OF HOUSEHOLD GOODS • OFFICE EQUIPMENT • TRADE-SHOW DISPLAYS

Western Family

...Goes home with the homemaker(s)

- WESTERN FAMILY is distributed monthly through the 5,000 stores that account for MORE THAN HALF of the West's retail food sales volume. These 5,000 leading Western grocers demand more and more copies of WESTERN FAMILY Magazine each month.
- It takes consistent READERSHIP for DE-MAND to exceed SUPPLY.

For facts, see WESTERN FAMILY in

LOS ANGELES . NEW YORK . CHICAGO . SAN FRANCISCO

GUARANTEED CIRCULATION - 1,100,000*

*Grocer Paid Circulation-1,170,950-April, 1955, issue

data. A similar study was also made by them on newspaper circulation. Survey cards are also used as a base to establish number of radio and television homes, by county.

f. Supermarket Sales by County. The research department of *The American Weekly* has used IBM Survey data on foods sales to segregate sales of supermarkets. Ratios of supermarket sales to total food sales have been found to range from under 25 percent in Cook County to over 75 percent in Los Angeles.

g. Growth Factors. Data on households taken from successive Surveys have been found to be useful in establishing growth trends, by county, in residential construction.

h. Many users of Survey data are interested in maintaining back series for each county and city in order to isolate divergent regional trends. One difficulty in the use of past Surveys of Buying Power for such a purpose is that we do not publish past estimates for changes in level resulting from the publication of new and more accurate information available from the Census Bureau. Although on the whole valid indications of trend movement will emerge from comparisons of estimates in the 1955 Survey with past Surveys, there will be occasional discrepancies due to revision of levels. For those interested in long term trends by counties, Market Statistics, Inc., has developed sets of IBM cards containing comparable data on population and

sales for 1939, 1940, 1948, 1949, 1950, 1951, 1952, 1953, and 1954, covering all counties. Indices of change have been calculated and compared with the national change.

i. Calculation of Discretionary Income. Calculations have been made of "subsistence" expenditures, by county, for food and housing. When deducted from net effective income, these yield a measure of "discretionary" income, available for non-essential expenditures.

j. Forecasts of Market Data. Several large companies use Survey data on cards to project trends for one-to-three-year periods, in an effort to avoid basing current quotas entirely on past experience.

k. Degree of Retail Concentration. Users of Survey data will note that frequently the retail sales of an area will exceed the net income. This does not mean that the residents of the area are living beyond their means, but that the retail outlets of the area are serving many residents of contiguous areas. Per-capita sales ratios of many areas will reflect, therefore, not only the income level of the area, but also the degree of retailing concentration-the extent to which retail sales are boosted by sales to residents of other areas. A county index of retailing concentration, useful for certain marketing problems, has been constructed by dividing the retail sales percentage by the income percentage. In the case of goods sold directly to consumers, potentials based on sales data should be adjusted for variations in the degree of retailing concentration.

Another measure of retail concentration may be obtained by multiplying the population of each area by some average consumption ratio (e.g. per capita sales for the U. S.) and subtracting such "resident consumption" from the sales total, to yield estimates of the sales to non-residents.

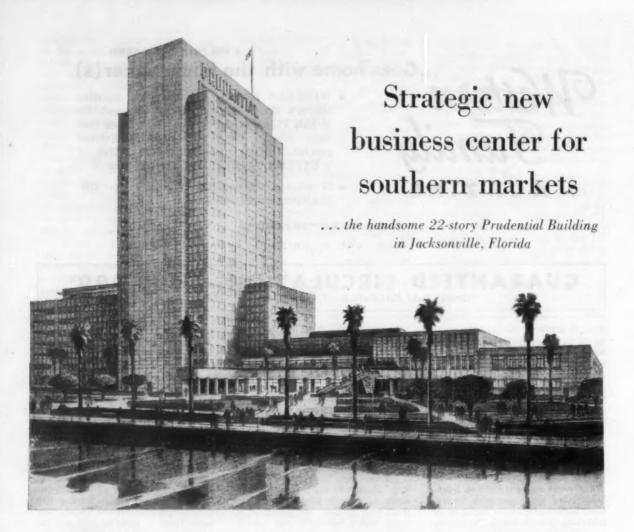
l. Industrial Markets. Data on industrial plants and employment are available on cards for all 3,072 counties, and not just for the leading 100 counties published in the Survey. The layout-form on page 45 indicates the nineteen industrial classifications for which such data are available. The only industrial classes omitted are ordnance and miscellaneous manufacturing.

See section on Industrial Potentials for discussion of various uses of Survey industrial data.

The above can only suggest some of the many new developments made possible by the availability of Survey data on cards. The research staffs of SALES MANAGEMENT and Market Statistics, Inc., will gladly offer, without charge, advice and consultation service on any marketing problem that may require such use of Survey data. Address communications to either SALES MANAGEMENT or to Market Statistics, Inc., 432 Fourth Ave., New York 16, N. Y., MUrray Hill 4-3559.

INDUSTRIAL SALES DATA FOR ALL COUNTIES

Industrial data for all counties—not just the leading 100—are available on IBM cards. Address Market Statistics, Inc., 432 Fourth Avenue, New York 16, N.Y. Phone MUrray Hill 4-3559.



This new Prudential building, largest and finest office building in the Southeast, will be ready for occupancy in June. It will become headquarters for a number of important Southern companies, and will house the Regional Offices of many national firms active in the South.

Excellent location for your business

One of the many advantages of this superb building is its ideal location . . . in Jacksonville-gateway to the fastest growing state east of the Rockies. Florida has shown a 46% increase in population in the last 10 years, and according to the Bureau of Census the state is in for a whopping 34% gain between 1950 and 1960.

Cross-Section of industry converging on Jacksonville

New industries, large and small, are converging on Jacksonville from virtually all sections of the United States. One reason is its convenience to all of the Southern states. Other reasons, as told to us recently by some of the new arrivals, include: excellent housing facilities, dependable personnel, moderate taxes and, of course, the fine temperate climate.

Telephone, Write or Wire

For complete information and a colorful brochure about Jacksonville and the new Prudential building, telephone, write or wire: O. Forrest McGill, General Manager, The Prudential Insurance Company, Box 4579, Jacksonville, Fla.

Some Important Features of the New Prudential Building in Jacksonville

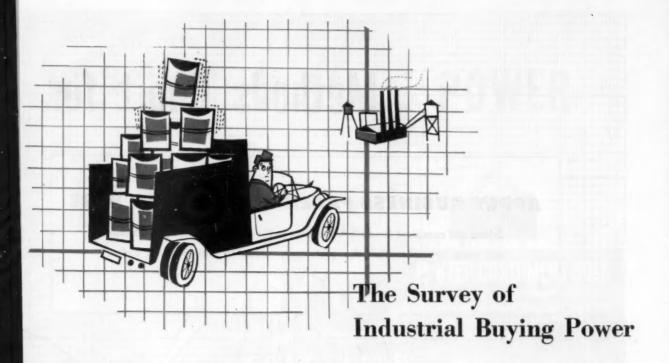
- Finest, largest and most mod-ern office building in Florida. · Extensive floor space that can
- · Air-conditioned throughout.
- · Auditorium available to
- Well located—just across bridge from downtown Jacksonville.
- accommodate very large offices all on one floor.
- · Spacious parking area. Magnificent location overlook-ing Jacksonville Harbor and St. Johns River.

The

INSURANCE COMPANY OF

South-Central Home Office, Jacksonville, Florida





We present here, for the fourth successive year, a survey of industrial potentials which has no counterpart anywhere else, not even in official Census of Manufactures records. We present current data on employment and value added for all counties in the U. S. that are of marketing significance in anyone of twenty different industrial classifications.

The data here record the tremendous shifts in industrial markets that have taken place in the post-war period, which, for some categories, such as electronics and aircraft, have involved radical transformations of industrial marketing patterns. How many people realize, for instance, that one million more workers are employed today in the electrical machinery and transportation equipment in-dustries than in 1947? Where are the new and expanded plants which account for this tremendous expansion? Our tables following provide the only systematic record of these changes, which have occurred too rapidly to be tabbed as yet by an official agency. The results of the 1954 Census of Manufactures, which will constitute the first official recognition of these vast changes, will not be available until the latter part of 1956.

Precisely because this information had never before been available, has it literally revolutionized the technique of setting sales quotas for industrial products. We know of no better way to illustrate this point than to cite again an actual case, that of one of the nation's largest manufacturers of a certain kind of equipment used in the apparel industry. For years, they wrote to us, they had been preparing their area quotas by using local directories listing the names of apparel manufacturers. Here they ran into a common problem that (1) such directories are not uniformly available for all areas, (2) many company names have no real existence, i.e., there is no plant operation associated with the name, (3) there is no way of evaluating the importance of any given name, short of an individual research job for each listed company. These difficulties in general have always impeded the job of setting systematic sales quotas for any areas other than the major metropolitan areas (for which Census data were available), not only in this particular industry, but for all other in-

When the research department of this major supplier of apparel equipment saw our initial estimates of value added in apparel manufacture in 200 leading counties, their first reaction, they told us frankly, was one of skepticism. This vanished completely, however, when they transferred the SALES MANAGEMENT data on to maps, coloring each listed county, and compared this map with a similar map prepared from their sales records. The agreement between the two maps was close enough to convince them that here at last was an objective opportunity to

test the reasonability of their sales volume in one county as compared with another. Here again, they reported, they found substantial agreement with their own sales experience, but now their interest was centered on areas in which divergences appeared between their sales figures and the SM potentials.

At this point, they contacted the SALES MANAGEMENT research department, asking for an opportunity to check into our data at first hand. They explained in effect, that they were now convinced that our data offered them a chance to revise their sights, but that a thorough-going re-alignment would disturb so many sleeping dogs that they would be called upon to defend the new quotas against the most critical kind of scrutiny. We were naturally delighted, for this was precisely the problem we had anticipated, and described our techniques, as we do below, but with more illustrative detail. Sufficient to say, our data, both published and unpublished, now serve as the basis of the sales quotas for this leading industrial supplier.

Over the four years that the Survey industrial data has been available, many manufacturers have evolved a fairly standard technique for developing industrial potentials. We may take as an example a product such as valves and fittings useful, let us say, to plants in the following industries: chemicals, petroleum and coal products, primary metals and instruments. The manufacture of the survey of the survey

Methods Chart for

APPLY BUSINESS PAPER ADVERTISING HERE

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3 CREATE PREFEREN

AROUSE INTEREST

1 CONTACT

the men who directly or indirectly control the buying.

INCREASING SALES POWER



CLOSE THE ORDER

SPECIFIC PROPOSAL

... applying your product to the prospect's problem.

FOR GREATER SALES PRODUCTION . . . HERE

With ADVERTISING (Mechanized Selling) functioning properly on Steps 1-2-3 the salesman can concentrate more of his valuable selling time on the important job of producing finished orders.

McGRAW-HILL PUBLISHING COMPANY, INC.

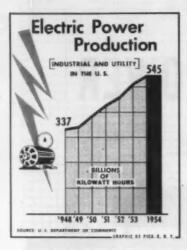
ABP

330 WEST 42nd STREET, NEW YORK 36, N. Y.

READONAPTERS FOR RUSINESS INFORMATION

KEEP CUSTOMERS SOLD ... apply advertising to help the salesman hold the line against competition—lay the foundation





facturer is usually in a position to estimate what dollar potential he should (or hopes to) realize from each industry. Let us say for instance that he hopes for a sale of \$2.4 million to the chemical industry. His problem is to ascertain precisely where the potential can be realized. Since there are about 600,000 workers in all U. S. chemical plants, he may, by assuming a constant ratio of \$4 per chemical worker, apply this ratio to our estimates of chemical employment in all counties of the U.S. to yield a theoretical chemical potential in every

With the use of a county set of IBM cards, containing the employment estimates in these four industries, this procedure can be applied automatically to each industry so that for each county in the nation the separate industry potentials may be added

to yield a county potential specially geared to the operations of the valve manufacturer. All the county poten-tials will add to the company total potential, and at the same time will reflect the different industrial structure of every county in the nation. One manufacturer of a product of wide industrial use reported to us that the method described above was so successful that he was reluctant to allow us to report any specific details because they regarded their technique of calculating potentials with our data as constituting a competitive advantage over other companies in the field!

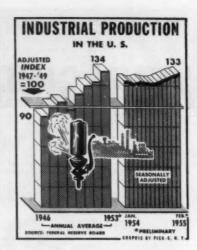
How the Data Were Derived

Those familiar with industrial marketing data will know that the Census Bureau has never released data on employment and value added by industry for all counties, chiefly because of the Census Bureau's necessary adherence to the "disclosure" rule. Being prohibited by law from publishing any statistics that disclose information reported by individual companies, the Census has followed the practice of:

(a) Showing employment for a particular industry or locality only when three or more companies are involved.

(b) Showing value data for any industry or locality only when three or more companies are involved, and provided also that one or two companies do not produce a very large proportion of the combined output of these industries.

(The insistence on having at least three companies involved was based on the fact that publication of a total for two firms would enable either firm



to establish the statistics of the other firm by subtraction.)

Since manufacturing is highly decentralized, there are countless numbers of cases where a single firm or a pair of firms will dominate the entire activity of a single county, and consequently would require concealment in Census publications.

In preparing the estimates of employment and value-added in 1954 published here, it must be emphasized that no attempt was made to use unpublished Census materials. Our starting point was a tabulation of 1947 Census of Manufactures data which showed for each county in the United States, the number of plants in each of three different size-categories for twenty industrial classifications. For each of these 180,000 "cells," our research staff prepared estimates of the average number of employes, and of the average value-



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OGDEN. UTAH is the logical location due to:

- · A central location to conveniently reach the entire western market.
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- Availability of natural gas.
- Eleven motor truck lines radiating service over 3 federal and 5 state highways.

- Level sites available at moderate cost.

 An ample supply of productive, loyal labor.

 Area complies with established industrial dispersion criteria.

 A community interested in the success of new business.

All communications in strictest confidence

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The only Survey

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Mill & Factory, in conjunction with a leading independent research organization, has just completed a new PRODUCT USE AND READER BUYING INFLUENCE STUDY... Over two hundred and fifty industrial products are now included... A total of over 18,000 industrial executives were surveyed to compile this all-industry study...

CAN PUT THIS STUDY

TO USE . . . IN YOUR OWN

MARKETING PLANS

Mill & Factory, with this study, offers you valuable market data on the proportion of industrial plants that are using your type of products... Furthermore it shows salesmanagers how to get their sales message to the men their salesmen must see to sell... Mill & Factory is one publication that gives you the facts on how many readers have buying authority for your product line...

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INDUSTRY PROSPERS IN LUBBOCK, TEXAS—

W Is ample power available for manufacturing?

H Can industries operate all year without weather hazards?

Does Lubbock's trade area produce 1/8 of the nation's cotton?

? Is Lubbock the 3rd fastest growing major city in the U. S.?

BECAUSE Electric and natural gas companies have facilities valued at \$225,000,000.

BECAUSE 3,550 hours of sunshine annually give the area a mild climate

BECAUSE Abundant water flows from 22,300 irrigation wells.

BECAUSE A city with modern planning offers opportunities to all age groups.

FOR A COMPLETE BROCHURE THAT TELLS ALL THE ANSWERS WRITE: LUBBOCK, TEXAS—CHAMBER OF COMMERCE

added per employe for each plant listed by the Census Bureau. These estimates were based on a series of studies for each industrial group of the variation in the size of plant and value-added per employe, and the results checked against Census published data and refined with the use of employment and payroll data taken from Social Security tabulations, which in some aspects offer more detailed information than the Census. After the 1947 base data were established, projections were made to 1949, 1950, 1951, 1952 and 1953 on the basis of the Social Security payroll tabulations, which served to bring the data up to 1953. The annual Survey of Manufactures for the years 1950, 1951, 1952 and 1953 helped check our original estimates, and permitted final projections to 1954 based on BLS data on employment and sales trends in the twenty major industrial classes. A thorough check of new industrial installations made since 1947 was also made to ensure inclusion of new plants not covered either in the 1947 Census or by the Social Security tabulations. All the data developed at each stage of the inquiry have been transferred to IBM cards and are consequently available for special industrial market analyses. The most obvious and immediate use that such data can be put to is the preparation of rankings of the leading counties for each industrial category. Thus we learn how regional industrial concentration varies from industry to industry.

Industrial suppliers can use these rankings and the data on which they are based to establish sales quotas in precisely the same manner that the

companion tables for population, sales, and income are used for consumer marketing problems.

One note of caution must be sounded. Consumer markets are far more stable than industrial markets. It is not uncommon in some industries for employment and value added in an area dominated by a few plants to fall as much as 50 per cent or increase by 200 per cent within a single year. Consequently, the margin of error that must of necessity be accorded our estimates of Industrial Potential is far greater than is the case for our regional estimates of population, sales, and income whose range of fluctuation is far more narrow. Because of this, we make no attempt to present our results in units of thousands of dollars, but use million dollar units, and do not show data for counties with less than one million dollars of

value-added in any industrial class. Value added is the Census term for the difference between value of product and cost of materials and fuel. The Census Bureau regards value added as the best indicator of the contribution made by any manufacturer. Thus, the value added by a diamond polisher, to take an extreme example, would more accurately measure his contribution than would the value of product.

In addition to showing value-added for each county, we have added the employment data, for we found that many industrial marketing people prefer employment as an indication of magnitude of operations. There is, of course, considerable variation in the ratio of value-added to employment from county to county, and, more particularly, from industry to industry. In 1953, for instance, the average ratio of value added per worker was as low as \$4,530 in leather manufacturing. and as high as \$12,190 in the manufacture of petroleum and coal products. In addition, we found industrial concentration in general to be so high that frequently only 100 counties will account for the bulk of activity in any given industry. We emphasize, how-ever, that in order to secure the rankings of the leading 100 counties as published here, it was necessary to make estimates for every county in the nation. Thus, those who wish to account for 100 per cent of the activity of any industry can secure from our research department IBM listings of the leading 200, 300, or even 500 counties. The number of counties required to list 100 per cent will differ of course from industry to industry,

SOUTH BEND-MISHAWAKA

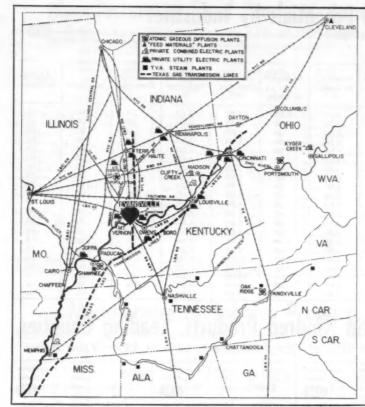
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being greatest in food and least in tobacco.

A good deal of effort was expended in the past to secure reliable current estimates of the number of plants, but we found that the bulk of the fluctuation in numbers of plants is confined to small plants employing less than five persons.

Rather than attempting to offer 1954 estimates of number of plants of varying quality, we have repeated in the listings the 1947 Census figure on number of plants, although the employment and value-added figures do cover all new plants of more than 100

employes coming into existence after 1947.

Once again, then, we release our industrial potential data with the invitation to industrial marketing people to give us their reactions and suggestions for improvement. In working on industrial potential data over the past four years, our research department has accumulated considerable material on industrial marketing that may prove useful. Each year new uses for the data come to our attention. For instance, one large railroad found it possible to use the data for a problem that had never before been solved:

i.e., to make estimates of the volume of freight tonnage originating, in each county, for each of the major industrial classifications.

All questions on this material will be cheerfully answered by the staff of Market Statistics, Inc., which, serving as the research arm of Sales Management, has the major responsibility for its development. Those interested in the use of the IBM cards underlying the data should write or phone Dr. Jay M. Gould, Managing Director of Market Statistics, Inc., 432 Fourth Avenue, New York 16, New York. MUrray Hill 4-3559.

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Industrial Potentials by Industries

		111111	1947			1984		INDEX OF CHANGE 1984/1947 1947—130				
Code No.	INDUSTRY	Employment (in thousands)	Value Added (in millions of \$)	Value Added Per Employe \$	Employment (in thousands)	Value Added (in milliona of \$)	Value Added Per Employe \$	Employment	Value Added	Value Adde Per Employ		
	Total, all Industries	14,294	74,426	5,207	15,878	112,911	7,111	111	182	137		
20	Food and Kindred Products	1,442	9,025	6,258	1,423	11,602	0,183	99	120	130		
21	Tobacco Products	112	641	5,723	94	970	10,310	84	151	180		
22	Textile Mill Products	1,233	5,341	4,333	1,000	4,878	4,648	85	91	107		
23	Apparel Products	1,082	4,443	4,100	1,162	5,095	4,385	107	115	107		
24	Lumber, except Furniture	636	2,497	3,927	879	3,281	4,832	107	131	123		
25	Furniture and Fixtures	322	1,378	4,279	331	1,865	5,634	103	135	132		
26	Pager and Allied Products	450	2,875	6,389	530	4,413	8,326	118	153	130		
27	Printing and Publishing	715	4,289	5,971	774	6,985	7,733	108	140	130		
28	Chemical Products	632	5,365	8,489	749	9,031	12,057	119	168	142		
29	Petroleum and Coal	212	2,015	9,504	223	2,700	12,108	105	134	127		
30	Rubber Products	250	1,303	6,081	246	1,830	7,439	95	140	148		
31	Leather and Leather Products.	383	1,533	4,002	359	1,627	4,532	94	106	113		
32	Stone, Clay and Glass Products	462	2,306	4,991	479	3,532	7,374	104	153	148		
33	Primary Metals	1,157	5,765	4,982	1,145	0,721	8,490	99	169	170		
34	Fabricated Metals	971	4,921	5,067	1,023	7,405	7,239	105	150	143		
35	Machinery, except Electrical	1,545	7,812	5,056	1,832	12,048	7,864	99	154	156		
36	Electrical Machinery	801	3,894	4,861	1,025	7,326	7,147	128	188	147		
37	Transportation Equipment	1,182	5,869	4,965	1,709	12,912	7,855	145	220	152		
38	Instruments	231	085,1	4,675	278	2,035	7,373	119	188	158		
39	Miscellaneous	464	2,090	4,504	792	4,919	6,211	171	235	138		

Manufacture of Food and Kindred Products, Leading Counties

Estimates for 100 counties with 63% of 1954 Employment; 64% of 1954 "Value Added"

COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in milliona)	COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Added SM Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (In
Cook, III	90.3	1.016	894	Queens, N. Y	18.8	198	174	Jefferson, Ky	11.0	130	176	Denver, Colo	8.4	159	54
Lee Angelee, Cal	44.3	793	379	Essex, N. J	16.3	175	145	Santa Clara, Cal	11.6	137	91	Harris, Tex	8.3	168	75
Philadelphia, Pa	30.3	498	200	Douglas, Neb	15.8	111	132	Middlesex, Mass.	11.4	240	70	St. Clair, III	7.9	69	48
New York, N. Y	20.3	532	236	San Francisco, Cal.	15.0	310	164	Hudson, N. J	11.4	158	134	King, Wash	7.4	218	51
Kinge, N. Y	24.3	574	222	Alameda, Cal	14.2	218	133	Dallas, Tex	10.4	188	112	Jackson, Mo	7.3	156	87
St. Louis City, Mo.	23.8	313	212	Hamilton, Ohio	13.8	228	130	Tarrant, Tex	10.4	101	67	Camden, N. J	7.3	52	64
Wayne, Mich	23.5	400	176	Suffolk, Mass	13.4	339	93	Orleans, La	10.2	209	77	Monroe, N. Y	7.2	174	53
Baltimore City, Md.	20.8	311	139	Cuvahega, Ohio	13.2	276	97	Marion, Ind	9.4	134	73	Buchanan, Mo	7.2	43	57
Milwaukee, Wis	19.4	248	220	Hennagin, Minn	12.8	199	132	Fulton, Ga	8.6	138	75 .	Franklin, Ohio	7.0	123	47
Allegheny, Pa	17.2	312	121	Erie, N. Y	12.5	289	141	Wyandotte, Kan	8.6	53	45	Calhoun, Mich	7.0	40	55



MARKET FACTS

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Get a comprehensive picture of these markets — production charts by states for all dairy products — the processing of milk from farm to consumer — lists of advertisers — market coverage — product sales — equipment used — circu-

lation and rates.

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pin-point separate branches of the dairy industry as well as blanket the entire industry. Write or phone for complete market data.

THESE FREE SERVICES AVAILABLE to complement your advertising and sales program - lists of jobbers and dealers — contact with salesmen calling at dairy industry plants — product listing in jobbers' and dealers' bulletins — monthly market letter — production statistics — data sheets — figures on sales potentials — counsel and advice when solicited.

Manufacture of Food Products, Leading Counties—(Cont'd)

Estimates for 100 counties with 63% of 1954 Employment: 64% of 1954 "Value Added"

COUNTY and STATE	Em- ploy- ment (in thou- eands)	Ne. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SH Est. (in millions)	COUNTY and STATE	Em- ploy- ment (in thou- sande)	No. of Plants	Value Added State Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- annds)	No. of Plants	Value Added SM Est. (in millions)
Multnomah, Ore	6.9	179	86	Washington, D. C	4.8	87	32	Polk, Ia	3.4	64	27				
Shelby, Tenn	6.9	128	53	Mower, Minn	4.7	22	37	Sedgwick, Kan	3.4	75	27	York, Pa	2.9	111	22
Black Hawk, la		29	62	Jefferson, Aia	4.6	98	30	San Diege, Cal	3.4	97	30	Orange, Cal	2.8	1 60	18
Woodbury, Ia	6.1	54	48					Wapello, la	3.3	19	26	New Haven, Conn.	2.8	138	24
Oklahoma, Okla	6.1	88	48	Davidson, Tenn	4.5	99	38	Montgomery, Ohio	3.3	90	30	Luzerne, Pa	2.8	107	17
Polk, Fla	6.0	56	47	Henrico, Va	4.4	78	34	Cumberland, Me	3.2	63	26	Vanderburgh, Ind	2.7	45	22
Bronx, N. Y	6.0	187	43	Dade, Fla	4.4	102	34	Brown, Wis	3.1	69	31	Dubuque, la	2.7	35	17
Sacramento, Cal	6.0	83	47	Westchester, N. Y.	4.2	97	80		1			Passaic, N. J	2.6	84	18
Peeria, Ill	5.8	63	44	Vige, Ind	4.1	39	32	Albany, N. Y	3.0	68	27	Norfolk, Va	2.6	72	16
Freeno, Cal	5.6	108	43	Previdence, R. l	4.1	180	27	Lucas, Ohio	3.0	80	20	Spekane, Wash	2.8	69	20
				Minnehaha, S. D.	4.0	31	31	Duval, Fla	3.0	77	24	Summit, Ohio	2.6	63	32
Ramsey, Minn	5.5	93	43	Hillsborough, Fla.	3.9	85	31	Kent, Mich	3.0	93	22	1	-	-	-
San Joaquin, Cal	6.5	96	43	Contra Costa, Cal.	3.7	33	23	Salt Lake, Utah	3.0	104	24	Total Above			
Dauphin, Pa	5.4	71	55	Essex, Mass	3.6	138	22	Sussex, Del	2.9	35	23	Counties	890.0	14997	7,464
Dane, Wis	5.3	93	42		1		1	Hampden, Mass	2.9	92	18		-	-	-
Linn, Ia	5.2	52	42	Berks, Pa	3.6	122	27	Pierce, Wash	2.9	73	25	% of U.S.A. Total	62.5	37.6	64.3
Dakota, Minn	5.0	13	39	Lancaster, Pa	3.6	141	21	Macon, Ill	2.9	40	22				1
Bexar, Tex	4.9	124	39	Mecklenburg, N. C.	3.5	56	28	Hartford, Conn	2.9	114	22		1		1

Manufacture of Tobacco Products, Leading Counties

Estimates for 100 counties with 99% of 1954 Employment; 99% of 1954 "Value Added"

COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Em- ploy- ment (in thou- eands)	No. of Plants	Value Added SMD Eet. (in millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- eands)	No. of Plants	Value Added SM Est. (in millions)
Forsyth, N. C	12.5	10	188	Gadeden, Fla	1.2	8	5	Lancaster, Pa	.9	18	6	Ohie, W. Va	.5	7	8
Henrico, Va	10.2	11	127	Charleston, S. C	1.2	1	13	Nash, N. C	.8	4	8	Vanderburgh, Ind	.5	8	3
Jefferson, Ky	8.0	15	88	Wilson, N. C	1.1	7	15	Lehigh, Pa	.8	6	4.	Cook, III	.5	51	6
Durham, N. C	7.3	9	98	St. Louis City, Mo.	1.0	14	12	Camden, N. J	.8	4	7	Cabell, W. Va	.5	1	6
Philadelphia, Pa	6.1	41	37	Hudson, N. J	1.0	3	9	Mercer, N. J	.7	3	7	Dallas, Ala	.5	1	6
Hillsborough, Fla	5.8	51	24	Fayette, Ky	.9	10	11	Orleans, La	.7	6	8	Christian, Ky	.5	4	7
Rockingham, N. C.	3.3	3	48	Middlesex, N. J	.9	9	10	Pittsylvania, Va	.7	8	10	Wayne, N. C	.4	3	8
Luzerne, Pa	3.1	11	16	Pitt, N. C	.9	7	12	Lenoir, N. C	.6	4	9		1		
Yerk, Pa	2.5	120	13	Allen, Ohio	.9	3	9					Queens, N. Y	.4	6	6
Duval, Fla	1.9	3	9					Halifax, Va	.6	5	9	Essex, N. J	.4	8	6
				Lackawamna, Pa	.9	8	6	Wayne, Mich	.6	10	7	Shelby, Tenn	.4	2	4
Dinwiddie, Va	1.9	7	24	New York, N. Y	.9	91	8	Robeson, N. C	.5	5	7	Butler, Ohio	.4	1	3

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Manufacture of Tobacco Products, Leading Counties-(Cont'd)

Estimates for 100 counties with 99% of 1954 Employment; 99% of 1954 "Value Added"

COUNTY and STATE	Em- ploy- ment (In thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Employ- ment (In thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Em- ploy- ment (in thou- sands)	Nn. of Plants	Value Added SM Est. (in millions)
Northumberland,				Berks, Pa	.2	7	2	Warren, Ky,	.1	3	1	San Francisco, Cal.	.1	11	2
Pa	.4	3	2	Lowndes, Ga		2	1	Adams, Pa	.1	4	2	Campbell, Va		1	
Vance, N. C		2	4	Green, Tenn	.2	1	1	Passalc, N. J	.1	8	1	Polk, Fla	.1	2	1
Granville, N. C	.3	3	4	Bexar, Tex	.2	2	2	Mason, Ky	.1	3	1	Lebanon, Pa	.1	2	
Dutchose, N. Y	.3	1	2	Weakley, Tenn	.2	1	1	Pinellas, Fla	.1	2	1	Bucks, Pa	.1	2	
Los Angelos, Cal	.3	17	3	Guilford, N. C	.2	5	2					Jasper, Mo	.1	2	
Hillsborough, N. H.	.3	6	3	New Haven, Conn.	.2	20	2	Lee, N. C	.1	1	1	Allegheny, Pa	.1	7	1
				Lucas, Ohio	.2	2	1	Hartford, Conn	.1	7	2	Hampden, Mass	.1	9	1
Montgomery, Tenn.	.3	6	2	Edgecombe, N. C.	.2	2	1	Milwaukee, Wis	.1	15	2	Norfölk, Va	.1	2	
Davidson, Tenn	.3	4	2	Augiaize, Ohio	.2	1	1	Bourbon, Ky	.1	1	1				
Dauphin, Pa	.3	2	2	Coffee, Ga	.2	1	1	Marion, S. C	.1	2		Total Above			
Sumner, Tenn	.3	1	1					Nottoway, Va	.1	2		Counties	95.0	885	961
Suffalk, Mass		15	3	Hancock, Ohio	.2	1	1	Prince Edward, Va.	.1	2				-	
Kings, N. Y	.3	24	3	Washington, Ky	.2	3	2	Bronx, N. Y	.1	22	2	% of U.S.A. Total.	99.0	79.9	99.1
Cuyahega, Ohio	.3	6	2	Westchester, N. Y.	.2	1	1	Baltimore City, Md.	.1	2					
Wake, N. C	.3	2	2	Boyle, Ky	.2	1	2	Fairfield, Conn	.1	4	1	*Lesa than \$500,00	0 in vai	ue-adde	ed
Johnson, N. C	.2	1	1	Hamilton, Ohio	.2	9	2	New Castle, Del	.1	1					

Manufacture of Textile Mill Products, Leading Counties

Estimates for 100 counties with 72% of 1954 Employment; 75% of 1954 "Value Added"

Philadelphia, Pa	35.4	483	189	York, Me	7.7	8	36	Lancaster, S. C	5.4	2	28	Richmond, N. C	3.6	7	17
Providence, R. I	35.3	263	175	Mecklenburg, N. C.	7.6	85	36	Laurena, S. C	5.3		25	Caldwell, N. C	3.6	19	17
Gaston, N. C	24.5	103	103	Chambers, Ala	7.8	10	36	Davidson, N. C	5.1	28	25	Los Angeles, Cal	3.5	107	20
Bristol, Mass	20.4	130	92					Kont, R. I	5.1	57	25	Richmond, Ga	3.5	8	17
Passaic, N. J	19.7	383	100	Fairfield, Conn	7.3	81	40	Cuyahoga, Ohio	5.1	38	18	Tolland, Conn	3.5	19	17
Guilford, N. C	19.6	56	95	Randolph, N. C	7.1	38	34	Walker, Ga	5.1	10	24	Calhoun, Ala	3.5	16	17
Greenville, S. C	19.5	30	107	Montgomery, Pa	6.8	100	36	Lackawanna, Pa	5.0	36	18	Westcheuter, N. Y.	3.4	34	14
Spartanburg, S. C	19.0	28	94	Greenwood, S. C	6.8	7	32					Buncombe, N. C	3.4	16	16
Cabarrus, N. C	15.7	32	75	Fleyd, Ga	6.4	8	31	Union, S. C	5.0	12	24	Durham, N. C	3.4	14	16
Middlescx, Mass.	15.1	118	72	New London, Conn.	6.3	38	30	Hartford, Conn	4.9	18	24	Orange, N. Y	3.2	26	16
				Montgomery, N. Y.	6.2	20	29	Upson, Ga	4.8	4	23				
New York, N. Y	18.0	851	108	Cleveland, N. C	6.2	28	29	Pickens, S. C	4.8	10	23	Halifax, N. C	3.2	4	15
Berks, Pa	14.2	182	59	Androscoggin, Me	6.1	13	28	Lehigh, Pa	4.7	78	10	Richland, S. C	3.2	4	16
Anderson, S. C	14.0	24	67	Hudson, N. J	8.1	133	34	Alken, S. C	4.7	8	23	York, Pa	3.1	29	12
Worcester, Mass	13.4	128	67					Norfolk, Mass	4.6	58	21	Oconee, S. C	3.1	6	15
Alamance, N. C	12.3	78	59	Cook, 111	6.0	96	32	Stanly, N. C	4.6	12	22	Columbia, Pa	3.1	16	14
Pittsyivania, Va	12.0	4	57	Fulton, Ga	6.0	17	21	Cherokee, S. C	4.6	12	22	Oneida, N. Y	2.0	32	12
Essex, Mass	11.4	53	51	Spaulding, Ga	5.9	13	27	Talladega, Ala	4.4	10	21	Etowah, Ala	2.9	7	14
Muscogee, Ga	11.4	15	54	Berkehire, Mass	5.8	10	29					Milwaukee, Wis	2.8	31	13
Kings, N. Y	10.2	426	53	Rockingham, N. C.	5.8	16	27	Chester, S. C	4.4	7	21	Polk, Ga	2.7	6	13
York, S. C	9.3	20	44	Iredell, N. C	5.8	10	28	Northampton, Pa	4.3	36	18	Coweta, Ga	2.7	9	13
				Rutherford, N. C	5.7	16	26	Taliapossa, Ala	4.2	8	20			-	
Catawba, N. C	9.0	97	43	Rowan, N. C	5.7	15	27	Burke, N. C	4.2	38	20	Total Above			
Troup, Ga	8.8	14	42	Knox, Tenn	5.6	13	26	Chattooga, Ga	4.0	7	10	Counties	754.8	5783	3642
Hilleborough, N. H.	8.8	46	38	Hampden, Mass	5.6	36	26	Washington, R. I	3.9	25	18			-	
Lancaster, Pa	8.1	45	.84					Kennebec, Me	3.9	10	19	% of U.S.A. Total.	71.9	70.7	74.7
Forsyth, N. C	8.0	21	31	Bergen, N. J	5.6	64	31	Queens, N. Y	3.8	138	18				
Windham, Conn	7.8	30	37	Surry, N. C	5.8	24	26	Delaware, Pa	3.6	21	15				
Hamilton, Tenn	7.7	31	33	Luzerne, Pa	5.4	43	24	Essex, N. J	3.6	63	20				

Manufacture of Apparel and Related Products, Leading Counties

Estimates for 100 counties with 78% of 1954 Employment; 84% of 1954 "Value Added"

New York, N. Y 230.0	13248	1467	St. Louis City, Mo.	15.1	312	66	Northampton, Pa	8.7	102	21	Dade, Fla	6.2	66	27
Kings, N. Y 50.5	2227	223	Bronx, N. Y	11.6	558	37	Dallas, Tex	8.2	148	35	Westchester, N. Y.	6.2	228	19
Philadelphia, Pa 46.8	1004	213	Passaic, N. J	11.4	208	42	San Francisco, Cal.	8.1	308	39	Orleans, La	5.7	56	25
Los Angeles, Cal 45.7	1265	212	Essex, N. J	11.1	302	42	Jackson, Mo	7.7	123	30	Middleeex, Mass.	5.6	105	22
Cook, III 38.6	1105	190	Lackawanna, Pa	10.7	103	29	Hamilton, Ohio	7.6	123	33	Hennepin, Minn	5.5	115	24
Suffolk, Mass 21.0	785	93	Cuyahoga, Ohio	10.1	188	48	Middlesex, N. J	7.1	135	23	Rensselaer, N. Y	5.3	29	25
Hudson, N. J 19.1	858	96	Monroe, N. Y	9.8	47	43	Fulton, Ga	7.0	67	27	Bergen, N. J	5.3	198	11
Bristol, Mass 17.0	169	67	Queens, N. Y	9.8	348	37	Fairfield, Conn	6.9	115	32	Union, N. J	5.1	100	21
Luzerne, Pa 16.1	125	39	Schuylkill, Pa	9.2	74	40	New Haven, Conn.	6.7	122	29	Lancaster, Pa	5.0	56	18
Baltimore City, Md. 15.6	337	77	Lehigh, Pa	9.1	98	27	Monmouth, N. J	6.2	98	27	Worcester, Mass	4.9	84	16

Manufacture of Apparel and Related Products-(Cont'd)

Estimates for 100 counties with 78% of 1954 Employment; 84% of 1954 "Value Added"

COUNTY and STATE	Em- ploy- ment (In thou- sande)	No. of Plants	Value Andred SM Est. (in millions)	COUNTY and STATE	Em- ploy- ment (in thou- eands)	No. of Plants	Value Added Sin Est. (in millions)	COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Value Added Sin Est. (in mi.ilons)	COUNTY and STATE	Em- ploy- ment (in thou- eands)	No. of Plants	Value Added SM Est. (in millions
Montgomery, Pa	4.8	60	17	Bexar, Tex	3.4	38	15	Cambria, Pa	2.4	10	10	Mercer, N. J	1.7	25	6
York, Pa	4.8	52	11	Ramsey, Minn		50	13	Franklin, Pa		7	11				
Northumberland,				Ulster, N. Y	3.1	50	13	Davidson, Tenn	2.3	14	7	Camden, N. J	1.7	24	6
Pa	4.8	22	22	Erie, N. Y	3.1	75	14	Nassau, N. Y	2.3	86	5	Floyd, Ga	1.7	12	8
Berks, Pa		48	15					King, Wash	2.3	94	10	Wicomico, Md	1.7	19	7
Cabarrus, N. C	4.7	2	20	Knox, Tenn	3.0	12	13	Dutchess, N. Y	2.2	38	10	Roanoke, Va	1.7	7	5
Cumberland, N. J.	4.4	45	19	El Paso, Tex	3.0	10	13	Greenwood, S. C	2.2	10	10	Covington, Ala	1.6	3	7
Milwaukee, Wis	4.0	90	19	Atlantic, N. J	2.9	48	12	Marion, Ind	2.2	34	11	Sheiby, Tenn	1.5	19	7
Greenville, S. C	4.0	17	17	Dauphin, Pa	2.9	24	9.					Carroll, Md	1.5	10	7
Hampden, Mass	3.8	61	14	Henrico, Va	2.8	17	12	St. Joseph, Ind	2.2	13	8	Cabell, W. Va	1.5	7	6
Whitfield, Ga	3.8	67	16	Gullford, N. C	2.8	13	8	Suffolk, N. Y	2.2	39	10	Haralson, Ga	1.5	6	7
				Essex, Mass	2.7	45	11	Multnomah, Ore	2.1	40	10	Allegheny, Pa	1.4	52	- 5
Spartanburg, S. C	3.7	6	16	Providence, R. I	2.5	64	8	Hartford, Conn	1.9	33	9				
Lebanon, Pa	3.7	38	16	Carbon, Pa	2.4	22	11	Campbell, Va	1.9	8	8	Total Above			
Bucks, Pa	3.5	42	15	Harris, Tex	2.4	36	10	Columbia, Pa	1.0	13	7	Countles	907.8	27752	4270
Tarrant, Tex	3.5	22	8					McLennan, Tex	1.9	12	8		-		-
Orange, N. Y	/3.4	63	15	Graves, Ky	2.4	3	10	Albany, N. Y		26	6	% of U.S.A. Total.	78.1	89.6	83.8
Wayne, Mich	3.4	122	17	Lycoming, Pa	2.4	12	10	Jefferson, Ky	1.8	28	7				

Manufacture of Lumber and Products,* Leading Counties

Estimates for 100 counties with 40% of 1954 Employment; 50% of 1954 "Value Added"

Lane, Ore	12.1	221	98	Somerset, Me	2.4	46	9	Angelina, Tex	1.8	17	8	Orangeburg, S. C.	1.5	36	7
Humboldt, Cal	9.5	100	67	Fulton, Ga	2.4	47	11	Plumas, Cal	1.8	21	13	Dallas, Ala	1.5	29	4
Douglas, Ore	9.5	160	78	Hennepin, Minn	2.4	53	12	Floyd, Ind	1.8	13	8	Bowie, Tex	1.5	27	6
Cook, III	8.5	268	81	Kings, N. Y	2.4	127	15	Marlon, Ore	1.8	49	14	Benton, Ore	1.5	48	12
Coos, Ore	7.2	87	58					Whatcom, Wash	1.8	30	12	Lauderdale, Miss.	1.5	35	6
Los Angeles, Cal	7.1	280	46	Josephine, Ore	2.4	51	20	Moblie, Ala	1.7	46	4	Philadelphia, Pa	1.8	88	6
Grays Harbor,				Clackamas, Ore	2.3	104	19	Pulaski, Ark	1.7	36	5	Ashley, Ark,	1.5	8	7
Wash	6.5	71	44	Spokane, Wash	2.3	39	16	St. Louis City, Mo	1.7	54	9	Florence, S. C	1.5	26	7
King, Wash	6.2	105	51	Harris, Tex	2.3	72	10	Bradley, Ark	1.7	12	5	Crook, Ore	1.5	11	7
Cowlitz, Wash	6.1	56	41	Shasta, Cal	2.3	31	16	Aroostook, Me	1.7	38	6	Butte, Cal	1.5	33	10
Linn, Ore	5.9	109	47	Clailam, Wash	2.3	13	15	Cumberland, Me	1.7	74	6				
				New York, N. Y	2.3	192	16	Sumter, S. C	1.7	26	8	Charleston, S. C	1.4	. 40	6
Multnomah, Ore	5.5	80	43	Jones, Miss	2.2	20	7	Pacific, Wash	1.7	17	11	Deschutes, Ore	1.4	14	12
Shelby, Tenn	5.4	47	17	Rapides, La	2.1	31	11	York, Me,	1.7	76	0	Bibb, Ga	1.4	25	4
Snohomish, Wash	5.1	95	35	Henrico, Va	2.1	17	7	Hillsborough, N. H.	1.7	64	8	Cuyahoga, Ohio	1.4	53	8
Pierce, Wash	4.9	76	33					Skagit, Wash	1.6	38	11	Missoula, Mont	1.4	22	7
Mendocino, Cal	4.2	78	30	Clarke, Ala	2.1	22	6	Clatsop, Ore	1.6	15	12	Eldorado, Cal	1.4	39	10
Penobscot, Me	4.1	46	14	Dubuque, la	2.1	13	10	Milwaukee, Wis	1.8	52	10	McCurtain, Okia	1.4	14	7
Jackson, Ore	4.1	72	33	Queens, N. Y	2.1	61	17					Curry, Ore	1.4	14	7
Jefferson, Ky	3.9	39	21	Thurston, Wash	2.0	34	14	Polk, Ore	1.6	29	13	Baltimore City.	-		
Siskiyou, Cal	3.3	28	23	Montgomery, Tex	2.0	36		Tangipahoa, La	1.6	30	8	Md	1.4	34	7
Kiamath, Ore	3.1	22	25	Franklin, Me	1.9	29	7	Alameda, Cal	1.8	45	12	Kent, Mich	1.4	33	7
				Phillips, Ark	1.8	8		Nansemond, Va	1.6	17	5				
Bergen, N. J	3.1	14	15	Jefferson, Ala	1.8	63	7	Choctaw, Ala	1.6	32	4	Total Above			
Oxford, Me	2.9	83	10	Winnebago, Wis	1.8	14	7	Taylor, Fla	1.6	7	7	Counties	289.4	5,157	1,626
Lincoln, Ore	2.8	48	22	St. Louis, Minn	1.8	59	9	Wayne, Mich	1.5	80	13		-	-	-
Laseen, Cal	2.7	11	19					Marathon, Wis	1.5	24	6	% of U.S.A. Total.	39.7	19.7	49.6
Lewis, Wash	2.6	88	18	Chatham, Ga	1.8	16	5	Norfolk, Va	1.5	26	5				
Tillamaook, Ore	2.5	19	20	Montgomery, Ala.	1.8	24	8	Duval, Fla.	1.5	35	7				

[·] Except furniture.

Manufacture of Furniture and Fixtures, Leading Counties

Estimates for 100 counties with 74% of 1954 Employment; 85% of 1954 "Value Added"

Los Angeles, Cal	19.2	580	132	Guilford, N. C	4.5	90	22	Fulton, Ga	3.4	30	27	Union, N. J	2.3	19	17
Cook, Iil	18.0	471	121	York, Pa	4.4	30	26	Jefferson, Ky	3.3	40	16	Sebastian, Ark	2.3	17	14
Kent, Mich	8.8	108	51	Kane, Ill	4.3	18	- 35	Kenosha, Wis	3.2	3	21	Winnebago, III	2.2	31	15
New York, N. Y	7.9	502	87	Caldwell, N. C	4.2	24	19	Dailas, Tex	3.0	52	20	Burke, N. C	2.2		10
Kinge, N. Y	7.0	431	47	Cuyahoga, Ohio	4.1	95	31	San Francisco, Cal.	2.9	73	20	Suffolk, Mass	2.2	139	14
Worcester, Mass	5.3	112	34	Baltimore City, Md.	3.8	73	20	Henry, Va	2.9	15	17	Muskegen, Mich	2.2	8	16
Philadelphia, Pa	5.3	225	32	Wayne, Mich	3.8	114	25	Dade, Fla	2.9	44	17	St. Joseph, Ind	2.1	7	10
St. Louis City, Mo.	5.0	85	27	Mahoning, Ohio	3.7	12	28	Shelby, Tenn	2.8	29	14	Atleghony, Pa	2.1	36	14
Davidson, N. C	4.9	29	21	Catawba, N. C	3.7	60	16	Erle, N. Y	2.6	37	22	Dubols, Ind	2.0	24	10
Chautauqua, N. Y	4.7	38	33	Hamilton, Ohio	3.6	47	21	Middlesex, Mass.	2.4	90	17	Stark, Ohio	2.0	9	15

Manufacture of Furniture and Fixtures, Leading Counties-(Cont'd)

Estimates for 100 counties with 74% of 1954 Employment; 85% of 1954 "Value Added"

COUNTY and STATE	Employ- ment (In thou- eands)	No. of Plants	Value Added S/H Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (In millions)	COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Value Added State Est. (in millions)	GOUNTY and STATE	Em- ploy- ment (in thos- sands)	No. of Plants	Value Added SMD Est. (in millions)
Trumbull, Ohie	1.0	8	13	Hamilton, Tenn	1.4	18	7	Stephens, Ga	1.1	8	6	Mecklenburg, N. C.	.8	18	3
Queens, N. Y	1.8	109	14	Nassau, N. Y	1.4	23	9	Orleans, La	1.1	26	6				
Hudson, N. J	1.8	48	13	Erie, Pa	1.4	8	7	Davidson, Tenn	1.0	13		Middlesex, N. J	.8	7	5
Harris, Tex	1.8	47	12	Iredell, N. C	1.3	21	6	Forsyth, N. C	1.0	11	6	Broome, N. Y	.8	8	
Multnomah, Ore	1.7	49	12			1		Dupage, III	1.0	3	8	Jefferson, Ala	.8	19	8
Vanderburgh, Ind.	1.7	18	10	Marion, Ind	1.3	29	9	McDowell, N. C	1.0	2	- 5	Herkimer, N. Y	.7	6	5
Bronx, N. Y	1.7	127	12	Perry, Ind	1.3	5	6	Carroll, Va	1.0	4	. 6	La Porte, Ind	.7	8	4
Manitowoc, Wis	1.6	5	11	Campbell, Va	1.3	3	8	Wilkes, N. C	1.0	8	4	Pulaski, Va	.7	3	. 9
Alameda, Cal	1.6	71	11	Essex, N. J	1.3	74	9					Bartholomew, Ind		5	4
Northumberland,		-		Roanoke, Va	1.3	8	8	King, Wash	1.0	58	6	Shelby, Ind	.7	7	4
Pa	1.6	2	10	Tarrant, Tex	1.3	30	7	Surry, N. C	.9	5	4	Montgomery, Pa	.7	13	4
				Pierce, Wash	1.2	21		Randolph, N. C	.9	20	4	Pulaski, Ark	.7	12	4
Hinds, Miss	1.6	4	9	Jackson, Mo	1.2	44		Milwaukee, Wis	.9	47	8		-		
Sheboygan, Wis	1.5	20	10	Columbiana, Ohio.	1.2	9		Washington, Va	.9	2	8	Total Above			
Lycoming, Pa	1.5	18	10	Menroe, N. Y	1.2	30	10	Ramsey, Minn	.9	19	7	Counties	244.6	5,175	1,575
Ottawa, Mich	1.5	19	12	-				Sumter, S. C	.8	5	5		-	-	
Elkhart, Ind	1.4	12	7	Cattaraugus, N. Y	1.1	8	9	Hambien, Tenn	.0	12	5	% of U.S.A. Total.	73.9	67.3	84.5
Hennepin, Minn	1.4	62	9	Kankakee, Ill	1.1	4	9	Oklahoma, Okla	.8	21	5			1	

Manufacture of Paper and Allied Products, Leading Counties

Estimates for 100 counties with 67% of 1954 Employment; 66% of 1954 "Value Added"

Cook, III	21.7	260	160	Baltimore City, Md.	3.5	35	23	Rameey, Minn	2.5	14	27	Ross, Ohie	1.8	3	14
Kings, N. Y	11.4	100	80	Penobacot, Me	3.5	12	26	Jones, Miss	2.4	3	22	Transylvania, N. C.	1.8	2	17
Philadelphia, Pa	16.5	100	77	Allegheny, Md	3.5	2	24	Northampton, Pa	2.4	7	17	Middlesex, N. J	1.8	13	17
New York, N. Y	10.3	311	66					Georgetown, S. C.	2.3	3	27	Rockland, N. Y	1.8	4	11
Los Angeles, Cai	10.0	121	85	Cumberland, Me	3.4	9	26	Escambia, Fla	2.3	4	25	Allegheny, Pa	1.7	23	12
Kalamazoo, Mich.	9.6	28	76	Henrico, Va	3.3	20	28	Marion, Ind	2.3	15	10	Borrien, Mich	1.7	11	15
Wayne, Mich	8.3	39	60	Shelby, Tenn	3.3	18	45	Ounchita, La	2.3	4	19	St. Lawrence, N. Y.	1.7	14	13
Middlesex, Mass.	8.2	88	61	Clark, Wash	3.2		27			-		Duval, Fla	1.7	6	10
Hampden, Mass	7.7	63	50	Monroe, Mich,	3.2	11	26	Delaware, Pa	2.3	12	15	Blair, Pa	1.7	8	12
Winnebago, Wis	7.6	22	66	Saratoga, N. Y	3.1	21	22	Jefferson, N. Y	2.2	23	15	Marinette, Wis	1.7	8	15
				Montgomery, Ohio	3.1	18	20	Camden, N. J	2.2	17	28				
Butler, Ohio	7.5	16	61	Oxford, Me	3.0	4	24	Bucks, Pa	2.2	9	16	Hartford, Conn	1.7	23	12
St. Louis City, Mo.	6.3	59	36	Coos, N. H	3.0	9	21	Clackamaa, Ore	2.1	5 2	17	Washington, N. Y	1.7	14	12
Queens, N. Y	5.9	42	59	Suffolk, Mass	3.0	67	19	Alleghany, Va	2.1	2	10	Darlington, S. C.	1.6	3	19
Chatham, Ga	5.7		65					Essex, Mass	2.1	17	16	Carlton, Minn	1.6	4	15
Hudson, N. J	3.7	49	44	Kennebec, Me	3.0	9	23	Haywood, N. C	2.0	2 4	20	Bronx, N. Y	1.6	20	12
Worcester, Mass	5.3	47	41	Berkshire, Mass	2.9	16	18	Ouachita, Ark	2.0	4	22	Monroe, N. Y	1.6	32	12
Mobile, Ala	5.3	13	49	Marathon, Wis	2.8	9	25	Jefferson, La	2.0	4	17	Madison, III	1.6	6	12
Hamilton, Ohio	5.2	41	41	Fulton, Ga	2.8	20	21					New Lendon, Conn.	1.5	15	10
Niagara, N. Y	5.1	22	41	Erie, N. Y	2.7	27	17	Dailas, Tex	2.0	21	14	Passaic, N. J	1.5	29	19
Outagamie, Wis	4.0	17	43	York, Pa	2.7	21	30	Will, III	2.0	14	15	Jackson, Mo	1.5	3	9
				Alameda, Cal	2.7	17	23	Chester, Pa	2.0	14	14			-	
Bergen, N. J	4.9	30	47	Harris, Tex	2.6	12	26	Kane, III	1.9	8	14	Tatai Above			
Wood, Wis	4.9	9	43	Washington, La	2.8	4	22	Providence, R. L	1.8	33	10	Counties	354.2	2,708	2,898
Cuyahoga, Ohio	4.5	42	31	New Haven, Conn.	2.6	24	19	Contra Costa, Cal.	1.8	5	15		-	-	
Milwaukee, Wis	4.2	34	35					Jackson, Miss	1.8	2	17	% of U.S.A. Total.	66.8	66.0	65.6
Oswego, N. Y	3.9	20	28	Erie, Pa	2.8	9	19	Koochiching, Minn.	1.8	3	16				
Brown, Wis	3.8	17	34	Morehouse, La	2.8	6	20	Cowlitz, Wash	1.8	0	15				1
Essex, N. J	3.5	84	26	Snohomish, Wash	2.5	4	38	Hennegin, Minn	1.8	22	16				

Printing and Publishing, Leading Counties

Estimates for 100 counties with 77% of 1954 Employment; 79% of 1954 "Value Added"

New York, N. Y 104.0 3.3	22 943	Washington, D. C	10.4	213	78	Dallas, Tex	5.4	184	37	Davidson, Tenn	4.7	74	30
Cook, IN 77.5 1.7	47 583	Milwaukee, Wis	9.9	247	67	Marion, Ind	5.4	164	40	Hudson, N. J	4.3	93	35
Philadelphia, Pa 29.2 6	40 267	Baltimore City, Md.	9.0	236	64	Jefferson, Ky	5.2	102	31	Fairfield, Conn	4.2	105	41
Los Angeles, Cal 29.0 1.0	30 221	Rameey, Minn	8.7	100	73	Nassau, N. Y	5.2	59	61	Denver, Colo	4.0	135	, 26
Suffolk, Mass 15.4 4	195 103	Montgomery, Ohio	8.6	09	75	Erie, N. Y	5.0	175	39	Fulton, Ga	4.0	138	27
Wayne, Mich 14.0 #	154 123	Allegheny, Pa	7.5	272	56	Harris, Tex	5.0	115	38	New Haven, Conn.	3.8	117	23
Cuyahoga, Ohio 13.4 4	10 102	Kinss, N. Y	7.3	323	50	Westchester, N. Y.	4.9	114	48	Queens, N. Y	3.8	125	31
St. Louis City, Mo. 11.5 3	156 80	Jackson, Mo	6.5	210	50	Middlesex, Mass.	4.8	172	29	Alameda, Cal	3.8	120	27
Hamilton, Ohio 11.5 2	161 79	Hennepin, Minn	5.9	218	41	Hamoden, Mass	4.7	107	31	Polk, la	3.8	80	37
San Francisco, Cal. 10.7 4	115 99	Essex, N. J	5.4	225	40	Monroe, N. Y	4.7	122	37	Franklin, Ohio	3.7	96	27

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A CONOVER-MAST PUBLICATION

Printing and Publishing, Leading Counties—(Cont'd)

Estimates for 100 counties with 77% of 1954 Employment; 79% of 1954 "Value Added"

COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Value Added SM Est (in millions)	COUNTY EAR STATE	Em- sploy- ment (in thou- sands)	No. of Plants	Value Added SAD Est. (in militions)	COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions
King, Wash	3.8	169	31	Bronx, N. Y	2.0	78	12	San Diego, Cal	1.6	81	14	Camden, N. J	1.3	41	7
Providence, R. I	3.3	115	21	Bexar, Tex	2.0	75	15	Shelby, Tenn	1.6	55	15	Bristol, Mass	1.2	53	9
Worcester, Mass		108	20	Kent, Mich	2.0	99	17	Sullivan, Tenn,	1.6	11	11	Dauphin, Pa	1.2	41	7
Albany, N. Y	3.2	84	19			-		Stark, Ohio	1.6	44	14	Chemung, N. Y	1.2	15	11
Clark, Ohio	3.1	20	29	Lackawanna, Pa	2.0	40	11	Salt Lake, Utah	1.5	75	12	Duvai, Fla	1.2	48	8
Dade, Fla		77	23	Racine, Wis	2.0	16	19	Peoria, III	1.4	43	.9	Winnebage, Wis	1.1	26	9
Hartford, Conn	3.0	98	21	Kane, III	2.0	41	15			-		Luzerne, Pa	1.1	49	8
Multnomah, Ore	2.9	154	18	Dutchess, N. Y	2.0	27	23	Tulsa, Okia	1.4	80	11	Essex, Mass	1.1	87	8
Henrico, Va	2.8	94	21	Shawnee, Kans	1.0	34	14	Will, III	1.4	21	13	Lancaster, Neb	1.1	36	8
Tarrant, Tox	2.6	85	20	Onondaga, N. Y	1.9	73	16	Lake, Ind		30	12	Pulaski, Ark	1.1	35	8
			1000	Lucas, Ohio	1.8	69	17	Ogle, III	1.4	15	13				
Union, N. J		54	15	Oklahoma, Okla	1.8	73	13	Mecklenburg, N. C.	1.4	39	.9	Total Above			
Orleans, La	2.4	114	16	Summit, Ohio	1.7	72	17	Maricopa, Ariz	1.3	52	10	Counties	397.8	17,141	4,754
Middlesex, N. J	2.4	42	15	Douglas, Neb	1.7	94	16	Santa Clara, Cal	1.3	50	10			-	
Niagara, N. Y	2.3	18	19					Lancaster, Pa	1.3	47	8	% of U.S.A. Total.	77.2	59.1	79.4
Passaic, N. J	2.3	95	16	Sedgwick, Kan	1.7	49	11	Montgomery, Ind	1.3	9	- 11				
Bergen, N. J	2.3	81	18	York, Pa	1.7	37	10	Schonectady, N. Y.	1.3	19	14			1	
Jefferson, Ala	2.1	70	16	Norfolk, Mass	1.6	53	11	Northampton, Pa	1.3	33					

Manufacture of Chemicals and Allied Products, Leading Counties

Estimates for 100 counties with 74% of 1954 Employment; 78% of 1954 "Value Added"

Cook, III	29.7	634	409	Queens, N. Y	6.3	132	99	Escambia, Fla	3.2	9	39	Hutchinson, Tex	2.2	18	46
Philadelphia, Pa	20.7	291	274	Wyandotte, Kan	6.2	19	106	Wood, W. Va	3.2	3	53				
Anderson, Tenn	20.1		192	Salem, N. J	5.8	5	73	Contra Costa, Cal.	3.2	26	44	Richmond, N. Y	2.2	15	23
Wayne, Mich	18.8	170	176	Davidson, Tenn	5.6	28	47	Suesex, Del	3.2	12	54	Essex, Mass	2.2	85	22
Los Angeles, Cal	17.5	468	251					Hampden, Mass	3.2	24	29	Norfolk, Va	2.1	32	25
Kanawha, W. Va	15.4	15	230	Saint Clair, III	5.5	21	42	Summit, Ohlo	3.1	20	37	Fairfield, Conn	2.1	44	27
Middlesex, N. J	14.9	62	153	Rockland, N. Y	5.4	5	64	New Haven, Conn.	3.1	38	29	Rensselaer, N. Y	2.0	8	24
St. Louis City, Mo.	13.1	177	154	Alameda, Cal	5.2	87	78	Brazoria, Tox	3.1	4	64	Franklin, Ohio	2.0	52	20
Union, N. J	12.8	68	182	Allegheny, Pa	5.0	95	39					Suffolk, Mass	2.0	104	21
Hamilton, Ohlo	12.6	113	184	Chesterfield, Va	5.0	4	61	Lake, Ind	3.1	23	66	Ramsey, Minn	1.9	55	26
'MV				Somerset, N. J	4.8	12	61	Henry, Va	3.0	3	36	Westchester, N. Y.	1.9	47	22
Kings, N. Y	12.5	333	185	Passalc, N. J	4.8	56	50	Bucks, Pa	3.0	12	32	Westmoreland, Pa.	1.9	5	30
Hudson, N. J	12.3	141	166	Hamilton, Tenn	4.7	17	44	Kalamazoo, Mich.	3.0	15	34		-		
Essex, N. J	10.9	205	149	Carter, Tenn	4.5	2	43	Aliegany, Md	2.8	2	30	Jackson, Mo	1.9	77	20
Cuyahoga, Ohio	10.6	200	140	Giles, Va	4.4	1	53	Fulton, Ga	2.8	70	26	San Bernardino,			
Erio, N. Y	10.0	110	118					Roanoke, Va	2.7	9	32	Cal	1.9	9	23
Harris, Tex	9.8	71	151	Lake, Ohio	4.3	12	47	Camden, N. J	2.7	33	24	Eddy, N. M	1.8	3	22
New York, N. Y	9.8	459	110	Onondaga, N. Y	4.3	25	33	Mifflin, Pa	2.7	2	29	Montgomery, Pa	1.8	22	22
Sullivan, Tenn	9.2	8	87	Will, III	4.2	4	51	Calcasieu, La	2.7		42	Mobile, Ala	1.8	15	22
Niagara, N. Y	8.9	25	105	Bergen, N. J	4.1	78	83					Jefferson, Tex	1.8	7	22
Benton, Wash	8.7		105	New Castle, Del.	4.0	23	68	Anne Arundel, Md.	2.4	7	26	Des Moines, Ia	1.7	4	20
				Delaware, Pa	3.8	28	23	Hennegin, Minn	2.4	72	60	Lucas, Ohio	1.7	45	21
Marien, Ind	8.2	67	106	Lake, III,	3.8	10	45	Warren, Pa	2.4	3	29	Jefferson, Ala	1.7	128	20
Baltimore City, Md.	8.1	127	113	Galveston, Tex	3.7	3	70	San Francisco, Cai.	2.3	113	41	Elkhart, Ind	1.7	3	22
East Baton Rouge,				Shelby, Tenn	3.6	82	34	Putnam, W. Va	2.3	3	38	1		-	
La	7.1	11	111	Milwaukee, Wis	3.5	119	38	Orange, Tex	2.3	2	46	Total Above			
Jefferson, Ky	7.0	48	110					Prince George, Va.	2.3	2	28	Gounties	886.4	8,134	7,873
Middlesex, Mass.	6.8	125	86	Buncombe, N. C	3.4	7	26	Dallas, Tex	2.3	60	47			-	
Midland, Mich	6.5	4	78	Augusta, Va	3.4	1	41	Nueces, Tex	2.3	11	47	% of U.S.A. Total.	74.3	80.9	78.3

Petroleum and Coal Products, Leading Counties

Estimates for 100 counties with 96% of 1954 Employment; 97% of 1954 "Value Added"

Los Angeles, Cal	18.3	73	220	Delaware, Pa	5.4	7	58	Wayne, Mich	2.7	34	32	Kings, N. Y	1.6	8	13
Jefferson, Tex	10.9	9	187	Union, N. J.	5.1	10	52	Lucas, Ohio	2.3	11	39	Jefferson, La	1.5	5	23
Lake, Ind	11.4	10	105	Will, III	8.0	10	84	Baltimore City, Md.	2.1	12	28	Natrona, Wys	1.5	3	18
Philadelphia, Pa	11.0	22	138	Cook, 111	4.4	57	44	Daffas, Tex	2.1	6	23	Jackson, Mo	1.5	8	11
Harris, Tox	10.7	18	- 121	Galcasiou, La	3.8	2	58	Hamilton, Ohio	2.0	10	27	Beaver, Pa	1.4	5	9
Contra Costa, Cal.	8.6	9	71												
East Baton Rouge,				Cuyahega, Ohio	3.7	44	52	Jofferson, Ala	2.0	7	37	Middlesex, N. J	1.3	7	17
La	7.4	2	114	Galvecton, Tex	3.4	4	48	Hutchinson, Tex	1.9	2	28	Butler, Kan	1.3	4	17
Allegheny, Pa	7.1	18	88	Kay, Okla,	3.3	2	41	Erie, N. Y	1.8	14	21	Venango, Pa	1.3	10	14
Madleon, III	5.7	8	71	Gloucoster, N. J	3.0	1	30	Middlesex, Mass,	1.7	12	13	Nueces, Tex	1.3	6	19
Hudson, N. J	5.4	15	141	Tules, Okis	2.7		35	Union, Ark	1.7	8	35	Wyandotte, Kan	1.2	7	15

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Petroleum and Coal Products, Leading Counties - (Cont'd)

Estimates for 100 counties with 96% of 1954 Employment; 97% of 1954 "Value Added"

COUNTY and STATE	Em- play- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Value Added SM Est. (In millions)	COUNTY and STATE	Em- ploy- ment (in thou- aanda)	No. of Plants	Value Added SM Est. (in millione)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)
Montgomery, Kan.	.9	4	11	St. Lauis City, Me.	.8	12	10	Chaitham, Ga	.6	5		Mentgemery, Pa	.4	5	5
Crawford, Ill		2	11	McLennan, Tex	.8	1	10	Fayette, Pa	.5	42	5	Northampton, Pa	.4	1	. 5
St. Charles, La	.9	2	14.	Cambria, Pa	.8	3		Payne, Okla	.5	2	7				
El Paso, Tox	.9	2	12	Milwaukee, Wis	.8		7	Davis, Utah	.5	1	8	York, Ps	.4	5	4
Mahoning, Ohio	.9	4	14	Tarrant, Tox	.7	10		Sedgwick, Kan	.5		6	Trumbull, Ohio	.4	4	6
St. Bernard, La	.8	1	13		1			Pueble, Cole	.5	1		Ramesy, Minn	.4	8	5
Webster, La	.8	1	13	Butler, Pa	.7	5		Jefferson, Ky	.5	8		San Bernardino,			
Dutchess, N. Y	.8	1		Lorain, Ohio	.7	1	10	Brazoria, Tex	.5	1	7	Cal	.4	3	5
Salt Lake, Utah	.8	3	10	Alameda, Cal	.7		7	Oklahoma, Okla	.5	10		Hennepin, Minn	.4	12	6
Saint Clair, III	.8		10	Hancock, W. Va	.7	2						Warren, Pa	.4	5	4
Throckmerten,				Bergen, N. J	.6	2	6	Cadde, La	.5	5	7	St. Louis, Minn	.4	2	5
Tex	.8	1	11	Norfolk, Mass	.8	5	9	Stephens, Okla	.5	2	7	Garffeld, Okia,	.4	1	5
				Kanawha, W. Va	.6	5	8	Westmoreland, Pa.	.4	22	4	Multnomah, Ore	.4	7-	5
Lawrence, III.	.8	3	10	Someraet, N. J	.6	5	6	Essex, N. J	.4	13	8			-	-
Potter, Tex	.8	1	11	Allen, Ohia	.6	2	8	Richmond, N. Y	.4	2	3	Total Above	1	1	
Baltimore, Md	.8	3	10	Creek, Okla	.6	3	7	Fayette, Ill	.4	1	6	Counties	213.1	793	2,824
McKean, Pa	.8	3						Allegheny, N. Y	.4	2	4		-	-	
Ynliawstone, Mart,	.8.	2	11	Boyd, Ky	.6	3		Utah, Utah	.4	2	5	% of U.S.A. Total.	95.6	57.2	97.2

Manufacture of Rubber Products, Leading Counties

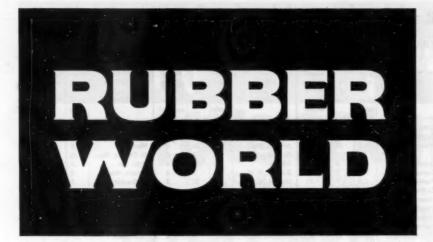
Estimates for 100 counties with 98% of 1954 Employment; 98% of 1954 "Value Added"

Sammit, Ohio	55.0	33	366	Baltimore City, Md.	1.7	7	13	Gibsen, Tenn.	.9	1	8	Berrien, Mich.	.8		
Los Angeles, Cal	15.8	81	136	Lake, Ohio	1.6	3	12	Shawnee, Kan	.9	1	7		1	-	1
Middlesex, Mass.	10.2	23	73	Allen, Ind	1.5	2	11	Cumberland, Pa.	.9	1		Worcester, Mass	.6		4
New Haven, Conn.	9.1	14	58	Among triality		-		Leo. 10.	.9	1	7	Kent, Mich.	.6	2	
Wayne, Mich	8.0	16	88	Erie, Pa.	1.5	2	15	Lawrence, Ohio.	.9	1	7	Dutchess, N. Y.	.6	2	4
Montgomery, Ohio	6.2		46	Broome, N. Y	1.5	4		Montgomery,		1		Hillsborough, N. H.	1	3	3
Cook, III.	5.8	44	43	Hancock, Ohio	1.4.	2	10	Tenn.	.9	1		Huron, Ohio	.5	3	3
Providence, R. I.	5.1		34	Polk, la.	1.4	2	11	Medina, Ohio	.0			Colbert, Aia	.5	1	3
St. Joseph, Ind.	4.9	2	36	Mahoning, Ohlo	1.4	2	10	menna, one,,,,	-	-	1170	Cashocton, Ohio.	.5	2	4
Denver, Cois	4.8	2	37	Tuscaloosa, Ala	1.3	1	10	Tipo ecanee, Ind	.9	1		Marion, Ma	.5	1	4
	210	-		Ariams, Miss.	1.3	1	10	Orange, Cal.	.0			Wexford, Mich.	.5	1	4
Mercer, N. J.	4.8	15	36	Suffoik, Mass.	1.3	19	12	Lancaster, Neb.	.9	1		Middlesex, N. J.	.5	7	[3
Bristol, Maan.	4.8	8	35	Wayne, Ohio	1.2	2		Essex, N. J.	.9	17	6	Tennantoscal III 211		1	1
Montgomery, Pa	4.5	6	52	Hamilton, Ind.	1.2	1		Auglaize, Ohio	.4	3	6	Hunterdon, N. J.	.5	1	3
Passaic, N. J.	4.4	12	33	Transition, mo	***			Geauga, Ohio	.6	3		Henrepin, Minn,	.5	6	4
Shelby, Tonn	3.5	3	21	Queens, N. Y	1.2	6		Sandusky, Ohio	.8	2		Ottawa, Ohio	.5	1	4
Norfolk, Mana	3.4	10	28	Stark, Ohio	1.2	7		Dodge, Wis	.8	1	7	Bucks, Pa	.5	4	4
Erie, N. Y	3.2		32	Ashiand, Ohis	1.1	7		Cuyahoga, Ohio	.8	10		Adams, Pa	.5	2	4
Hameden, Mass.	3.1	5	23	Ottawa, Okla	1.1	1		Delaware, Ind	.7	3	4	Erie, Ohio	.5	2	3
Eau Claire, Wig	2.9	- 1	23	Rock Island, III.	1.1	- 2			-			Daviess, Ind.	.4	1	2
Etowah, Ala.	2.8	1	22	Elikhart, Ind.	1.1	4	8	Wabash, Ind	.7	1		Saint Clair, III	.4	2	3
		-11		Kings, N. Y	1.1	25	7	Haywood, N. C	.7	1		Harris, Tex	.4	4	3
Fairfield, Conn.	2.6	13	21	Oakland, Mich	1.0	4	9	Calcasieu, La	.7	1	6	Huntington, Ind.	.4	2	3
Marion, Ind	2.5	6	19	Jackson, Mich.	1.0	1		La Crosse, Wis	.7	1	. 6				-
Hichland, Ohin	2.4	1	19	New Castle, Del.	1.0	2	. 8	Middlesex, Conn	.8	5	3	Total Abeye			
Allegheny, Md	2.0	1	15	The second control	,	-		Hartford, Md	.6	1	4	Counties	240.1	808	1,792
Philadelphia, Pa.	2.0	18	13	Alameda, Cal.	1.0			Crawford, Ohio	.6	1	4	to Manor has	-		
Bristol, R. I	1.9	4	12	Portage, Obio	.9	7	7	Windsor, Vt	.6	1		% of U.S.A. Total	97.6	69.5	97.9
Morris, N. J.	1.7	6	12	Essex, Mass.	.9	10	6	Carroll, Md	.6	1	4		11111	1	

Manufacture of Leather and Leather Products Leading Counties

Estimates for 100 counties with 82% of 1954 Employment; 85% of 1954 "Value Added"

Essex, Mass 24.5	453 [123	Suffolk, Mass	7.8	178	88	Rockingham, N. H.	3.0	24	12	York, Pa	2.2	14	10
New York, N. Y 22.6	1,122	134	Philadelphia, Pa	7.8	134	41	Davidson, Tenn	2.9	8	13	Somerset, Me	2.1		8
Broome, N. Y 14.0	38	84	Milwaukee, Wis	6.7	78	40	York, Me	2.8	13	10	Bristol, Mass	2.0	22	9
St. Louis City, Mo. 13.0	103	42	Androscoggin, Me.	8.3	32	23	Lancaster, Pa	2.7	18	8	Denver, Colo	2.0	16	9
Middlesex, Mass. 11.9	103	59	Los Angeles, Cal	5.2	178	24	Kennebec, Me	2.8	6	10	Luzerne, Pa	1.0	11	6
Plymouth, Mass 10.0	119	43	Strafford, N. H	4.6	21	18	Hamilton, Ohio	2.5	33	11	Hudson, N. J	1.9	47	10
Hillsberough, N. H. 9.9	44	41	Fulton, N. Y	4.4	213	21	Queens, N. Y	2.5	42	13	Nerfelk, Mass	1.8	22	
Cook, III 9.4	203	38	Essex, N. J	3.7	84	26	Campbell, Va	2.8	8	9	Dauphin, Pa	1.8	10	7
Kings, N. Y 8.6	314	38	Scieto, Ohie	3.4	5	14	New Castle, Del	2.3	13	15	Herkimer, N. Y	1.8	12	
Worcester, Mass 8.0	68	31	Franklin, Mo	3.2		13	Franklin, Ohie	2.2	18	8	Berks, Pa	1.8	14	8



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Manufacture of Leather and Leather Products, (Cont'd)

Estimates for 100 counties with 82% of 1954 Employment; 85% of 1954 "Value Added"

COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added S/H Est. (In millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- sande)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SXD Est. (in millione)
Fairfield, Conn	1.7	24	7	Lobanon, Pa	1.1	10		Saline, Mo	.9	2	4	San Francisco, Cal.	.8	31	4
Cumberland, Me	1.7	16		Coles, Ill		3	4	Chippewa, Mich	.9	1		Jackson, Ill	.8	1	3
Orange, N. Y	1.6	22		Brenx, N. Y		59	4	Jackson, Me	.9	12	4	Marien, III	.8	1	3
Adams, Pa	1.6	10	7			-		St. Francois, Me	.0	3	- 4	St. Charles, Mo	.8	2	3
Penebecet, Me	1.5	11	6	Lycoming, Pa	1.1		4	Elk, Pa	.9	8	4	Scott, Mo	.8	3	3
Sheboygan, Wis	1.5	10	7	Cayuga, N. Y		7		Sullivan, N. H	.9	4	3	Lincoln, Wis		1	4
Oxford, Me	1.5	6	5	Passaic, N. J	1.0	- 1	4	Monros, N. Y	.8	27	3	McCracken, Ky	.8	3	4
Rock, Wis	1.8	- 3	7	Camden, N. J	1.0	8	7		1			Schuylkill, Pa	.8		3
Cape Girardeau, Mo.	1.4	4		Hampohire, Mass	1.0	4		Onondaga, N. Y	.8	7	3	Madison, III	.7	2	3
Gasconade, Mo	1.4	8	- 6	Lackawanna, Pa	1.0		4	Racine, Wis	.8	6	4	Lehigh, Pa	.7		3
				Gwinnett, Ga	1.0	7	. 8	Rose, Ohie	.8	1	3			-	-
Baltimere City, Md.	1.3	17		Sumner, Tenn	1.0	2	5	Haywood, N. C	.8	3	- 4				19
Blair, Pa	1.3	2	8	Wayne, Mich	1.0	19		Richland, Ill	.8	1	3	Total Abovo		1	
Randelph, Iti	1.3	3	5	Tioga, Pa	1.0	3	4	Randelph, Mo	.8	1	3	Counties	292.8	4,322	1,385
Cole, Ms	1.3	3	. 5					Morrimack, N. H	.8	5	3				
Middlesex, N. J	1.2	14	5	Bergen, N. J	1.0	15	4	Goodhue, Minn	.8	4	4			-	
Perry, Me		2	8	Kent Mich	1.0	5		Washington, Md	.8	5	4				
Marion, Mo	1.2	4	5	Cumberland, Pa	.9	4		St. Clair, III	8.	3	3	% of U.S.A. Total.	81.6	81.4	85.1

Manufacture of Stone, Clay, Glass Products, Leading Counties

Estimates for 100 counties with 67% of 1954 Employment; 67% of 1954 "Value Added"

Los Angeles, Cal	20.0	482	142	New York, N. Y	3.7	244	24	Onendaga, N. Y	2.1	10	10	Webster, Ia	1.4	-11	14
Cook, Ill	10.7	324	84	St. Louis City, Mo.	3.6	70	27	Marion, W. Va	2.1	10	12				12.00
Alleghony, Pa	10.5	97	67	Licking, Ohio	3.6	8	25	Salem, N. J	2.1	8	16	Okmulgee, Okla	1.4	5	11
Wayne, Mich	8.4	130	69			115.7		Fairfield, Conn	2.0	26	13	St. Louis, Mo	1.4	23	10
Cumberland, N. J.	8.4	46	84	Madison, Ill	3.6	18	29	Clearfield, Pa	2.0	18	14	Chemung, N. Y	1.4	5	11
Hancock, W. Va	7.8	12	45	Tuscarawas, Ohio.	3.5	37	24	Harris, Tex	2.0	51	19	Jefferson, Ky	1.4	37	10
Ramsey, Minn	7.8	26	88	Kanawha, W. Va	3.3	27	28	Beaver, Pa	2.0	38	11	Centre, Pa	1.4	8	9
Steuben, N. Y	8.9	8	54	Somerset, N. J	3.3	13	26			1		Providence, R. L	1.3	28	8
La Salle, Ill	8.3	24	51	Cuyahoga, Ohio	3.3	94	24	Wood, W. Va	1.9	10	11	Hudson, N. J	1.3	36	10
Lucas, Ohio	8.3	23	79	Middlesex, N. J	3.2	38	24	San Bernardine,	0			Rutland, Vt	1.3	4	
				Stark, Ohio	3.2	34	22	Cal	1.9	- 84	13	Genesee, N. Y	1.3	. 5	10
Westmoreland, Pa.	6.1	48	40	Lawrence, Pa	3.1	20	21	Huntingdon, Pa	1.9	9	13	Jefferson, Ohio	1.3	14	9
Washington, Pa	5.8	31	31	Jefferson, Ala	3.1	51	25	Middlesex, Mass.	1.9	48	11	NOT COMPANY OF AN		111111	
Worcoster, Mass	5.6	27	46	Alameda, Cal	3.1	40	28	Orleans, La	1.9	21	14	Passaic, N. J	1.3	29	12
Baltimore City, Md.	8.0	48	35					Seneca, Ohio	1.8	12	13	Hinds, Miss	1.3	12	8
Armstrong, Pa	6.0	16	35	Kings, N. Y		179	19	Cabell, W. Va	1.8	25	11	King, Wash	1.3	48	9
Mercer, N. J	4.0	54	29	Albany, N. Y	2.8	14	22	Wayne, N. Y	1.8	4	14	Hillsborough, Fla	1.3	20	10
Montgomery, Pa	4.7	59	35	Jefferson, Mo	2.7	7	20	Dade, Fla	1.8	86	13	Lawrence, Ind	1.2	6	9
Philadelphia, Pa	4.7	101	24	Audrain, Mo	2.4	7	19	Lohigh, Pa	1.8	25	12	Bergen, N. J	1.2	36	9
Fairfield, Ohio	4.8	9	32	Hamilton, Tenn	2.4	- 14	14	IN James III				Clarion, Pa	1.2	7	9
Niagara, N. Y	4.5	11	35	Lake, Ind	2.4	23	21	Marshall, W. Va	1.7	8	10	Essex, N. J	1.2	57	9
				Wyandotte, Kan	2.4	10	20	Knox, Tenn	1.7	20	12	Riverside, Cal	1.2	36	10
Northampton, Pa	4.5	35	42	Mahoning, Ohio	2.3	31	16	Lancaster, Pa	1.7	20	12	Knex, Ohie	1.2	6	9
Wood, Ohie	4.3	10	28	Delaware, Ind	2.3	12	16	Hamilton, Ohio	. 1.6	64	12	the support to the state		-	
Minkingum, Ohlo.	4.2	26	29	Fayette, Pa	2.3	28	15	Perry, Ohie	1.6	16	11	Total Above			
Harrison, W. Va	4.1	11	.24		100			Grant, Ind	1.6	10	12	Counties	322.7	4,053	2,348
Erie, N. Y	4.1	87	. 32	Summit, Ohio	2.2	23	17	Queens, N. Y	1.6	81	15	1			
Franklin, Ohio	3.9	30	26	Lake, III	2.2	13	18	Contra Costa, Cal.	1.5	16	11	A CHARLES	- 11		
Columbiana, Ohio.	3.7	35	25	Washington, Vt	2.2	85	18	Santa Clara, Cal	1.5	24	10	% of U.S.A. Total.	87.4	34.8	86.5

Manufacture of Primary Metals, Leading Counties

Estimates for 100 counties with 83% of 1954 Employment; 81% of 1954 "Value Added"

Alloghany, Pa	88.0	187	676	Northampton, Pa.	23.6	10	178	Worcester, Mass	8.7	43	61	Chester, Pa	8.5	0	48
Lake, Ind	80.7	26	596	Stark, Ohio	21.0	38	163	Jefferson, Ohio	8.7	8	75	Blount, Tenn	6.3	4	54
Cook, Ill	59.2	263	582	Los Angeles, Cal	20.0	303	109	Saginaw, Mich	8.4	12	70	Baltimore City, Md.	6.2	33	54
Guyahoga, Ohio	45.2	172	395	Trumbull, Ohio	19.4	22	182	Montgomery, Pa	8.4	29	67	Middlesex, N. J	6.1	25	58
Wayne, Mich	34.0	176	271	Westmoreland, Pa.	16.3	36	131	Mercer, Pa	8.1	10	00	Pueble, Colo	6.1	6	51
Erie, N. Y	29.4	65	197	New Haven, Conn.	14.2	60	111	Dauphin, Pa	8.1		56	St. Louis City, Mo.	6.0	49	33
Beaver, Pa	28.3	32	280	Cambria, Pa	13.4	5	101	Washington, Pa	7.6	10	58	St. Lawrence, N. Y.	6.0	3	50
Mahoning, Ohio	27.5	24	222	Milwaukee, Wis	12.8	81	115	Fairfield, Conn	7.4	49	61	Lucas, Ohio	5.8	33	57
Baltimere Co., Md.	27.2	8	248	Lorain, Ohio	12.0	14	105	Berico, Pa	7.1	35	55	Butler, Ohio	5.8	8	51
Jefferson, Ala	26.4	44	208	Madison, III	11.3	18	99	Philadelphia, Pa	8.8	88	50	Harris, Tex	5.4	28	31

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Manufacture of Primary Metals, Leading Counties - (Cont'd)

Estimates for 100 counties with 83% of 1954 Employment; 81% of 1954 "Value Added"

COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	GOUNTY and BTATE	Employ- ment (in thou- eands)	No. of Plants	Value Added SM Est. (in millione)	COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. inf Plants	Value Added Est. (In millions
Hancock, W. Va	8.3	2	52	Hudson, N. J	4.4	47	40	Saint Louis, Minn.	3.2	10	18	New Castle, Del	2.5		18
Jackson, Mo	5.3	31	37	Delaware, Pa	4.3	14	30	New York, N. Y	3.2	88	29				
Utah, Utah	8.2		43	Muskegon, Mich	4.2	18	36	Salt Lake, Utah	3.2	13	26	Passaic, N. J	2.5	22	38
Onendaga, N. Y	8.1	30	36	Calhoun, Ala	4.2	15	31	Montgomery, Ohio	3.1	27	26	Fulton, Ga	2.5	15	12
Oneida, N. Y	5.1	14	42	VI 15 0 0				Howard, Ind	3.0	14	25	San Matee, Cal	2.4	14	20
Lawrence, Pa	5.1		37	Lebanon, Pa	4.2	7	31	Queens, N. Y	3.0	37	28	Albany, N. Y	2.4	11	20
Niagara, N. Y	4.9	18	46	Alameda, Cal	4.2	85	36	Multnomah, Ore	3.0	38	24	Winnebago, Ill	2.4	25	19
Etowah, Ala	4.9	11	36	Providence, R. I	4.2	41	42	Bucks, Pa	2.9	4	21	Peoria, III	2.3	8	20
Essex, N. J	4.9	83	43	Burlington, N. J	4.1	10	35					Brooke, W. Va	2.3	2	21
Hamilton, Tenn	4.9	15	30	Marion, Ind	3.7	34	24	Hartford, Conn	2.9	31	25	Campbell, Ky	2.2	2	18
				St. Glair, Mich	3.7	7	32	Maricopa, Ariz	2.9	4	32	Borgen, N. J	2.2	13	17
Erie, Pa	4.8	26	37	Kings, N. Y	3.7	70	33	Colbert, Ala	2.8	4	20	Cabell, W. Va	2.1	2	20
Spokane, Wash	4.8	5	40	Hampdon, Mass	3.6	32	30	Franklin, Ohio	2.7	23	20		-	-	
Contra Costa, Cal	4.7		40	Saint Clair, III	3.5	19	29	Carbon, Pa	2.7	6	20	Total Above			
Union, N. J	4.7	25	01	Sciete, Ohio	3.5	5	30	Lake, III Oakland, Mich	2.6	10 23	21 19	Counties	945.1	3,179	7,881
Cal	4.6		37	Butler, Pa	3.5		25	Allen, Ind.	2.5	14	29	% of U.S.A. Total	82.5	59.3	81.1
Hamilton, Oble	4.6	52	40	Berrien, Mich	3.3	23	28	Will, III	2.5	9	21	100			-

Fabricated Metal Products, Leading Counties

Estimates for 100 counties with 82% of 1954 Employment; 84% of 1954 "Value Added"

Cook, III	82.9	1,588	855	Kings, N. Y	24.1	650	183	Baltimore City, Md.	14.8	125	113	Queens, N. Y	12.0	253	92
Wayne, Mich	55.0	633	453	Allegheny, Pa	19.0	182	130	Hamilton, Ohio	13.5	158	99	Essex, N. J	11.6	340	1 87
Los Angeles, Cal	45.6	1,149	382	Hartford, Conn	18.0	173	117	Erie, N. Y	13.2	156	97	Hennepin, Minn	11.3	160	1 84
Philadelphia, Pa	37.1	478	254	St. Louis City, Mo.	17.5	225	120	Kent, Mich	12.9	99	96	Winnebago, III	11.0	55	85
Cuyahoga, Ohio	34.8	824	294	New York, N. Y.	18.0	958	127	Milwaukee, Wis.	12.8	217	198	Warraster, Mass.	11.0	142	78

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THOMAS REGISTER

Fabricated Metal Products, Leading Counties - (Cont'd)

Estimates for 100 counties with 82% of 1954 Employment; 84% of 1954 "Value Added"

COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SH Est. (in millions)	COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Value Added State Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions
Fairfield, Conn	10.8	137	62	Jefferson, Aia	6.2	52	46	Chautaugua, N. Y	3.4	32	27	Columbiana, Ohio	2.4	11	18
Franklin, Ohie	10.8	70	77	Union, N. J	6.0	90	47	Hampden, Mass	3.4	80	24	Contra Costa, Cal	2.4	10	18
New Haven, Conn.	10.2	191	65	Marion, Ind	5.8	103	36	Essex, Mass	3.4	63	28	Elkhart, Ind	2.4	32	18
Jefferson, Ky	9.6	52	61	Geneseee, Mich	5.8	30	45	Monroe, N. Y	3.4	81	21	Calhoun, Mich	2.3	21	18
Hudson, N. J	7.8	121	53	Madison, Ind	5.5	20	37	Henrice, Va	3.4	28	21	Kankakee, III	2.3	7	18
Suffolk, Mass	7.8	207	67	Onondaga, N. Y	5.3	49	36	Ramsey, Minn	3.3	56	27	Roanoke, Va	2.3	9	15
Middlesex, Mass.	7.8	162	55	Lorain, Ohio	5.0	27	38	Sedgwick, Kan	3.3	33	23	Richland, Ohie	2.2	16	17
Alameda, Cal	7.8	146	67	King, Wash	5.0	129	43	Westchester, N. Y.	3.3	77	30				
Mercer, N. J	7.7	42	80	Oakland, Mich	4.9	119	34					Hancock, W. Va	2.1	3	14
Butler, Ohio	7.7	19	57					Dallas, Tex	3.3	88	25	Tulsa, Okia	2.1	40	10
				York, Pa	4.8	32	38	La Crosse, Wis	3.3	7	28	Sandueky, Ohio	2.1	17	18
San Francisco, Cal.	7.8	194	50	Bucks, Pa	4.8	18	33	Dade, Fla	3.2	38	23	Lackawanna, Pa	2.0	19	11
Summit, Ohio	7.5	59	59	Mahoning, Ohio	4.7	35	39	Passaic, N. J.	3.1	71	19	Ottawa, Mich	2.0	21	18
Hamilton, Tenn	7.4	26	31	Westmoreland, Pa.	4.7	19	28	Lancaster, Pa	3.1	37	19	Dalaware, Pa	2.0	25	14
Harris, Tex	7.3	84	61	Erie, Pa	4.5	43	27	Macomb, Mich	3.0	15	23	Fulton, Ga	1.9	43	14
Providence, R. I	7.2	218	51	Oneida, N. Y	4.5	25	32	Ohio, W. Va	3.0	10	19	Berks, Pa	1.8	34	12
Brenx, N. Y.	7.1	206	58	Trumbull, Ohia	4.3	35	40	Davideon, Tenn	2.8	18	16	Jackson, Mich	1.8	. 56	14
Lake, Ind.	7.0	32	55	Multnomah, Ore	4.2	97	32	Vanderburgh, Ind.	2.7	19	20	New London, Conn.	1.8	12	12
Beaver, Pa	7.0	18	49	Bergen, N. J	3.7	74	23	Bristol, Mass	2.7	87	17		-	-	
Stark, Ohio	6.6	46	41	Jackson, Mo	3.6	103	26					Total Above			
Lucas, Ohio	6.4	98	45					Lehigh, Pa	2.7	22	19	Counties	841.5	12,910	6,243
				Nassau, N. Y	3.6	58	20	Racine, Wis		45	20		-	-	
Montgomery, Pa	6.2	59	43	Manitowoc, Wis	3.5	12	28	Orleans, La	2.6	37	19	% of U.S.A. Total	82.3	77.1	84.3

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Manufacture of Machinery,* Leading Counties Estimates for 100 counties with 80% of 1954 Employment; 82% of 1954 "Value Added"

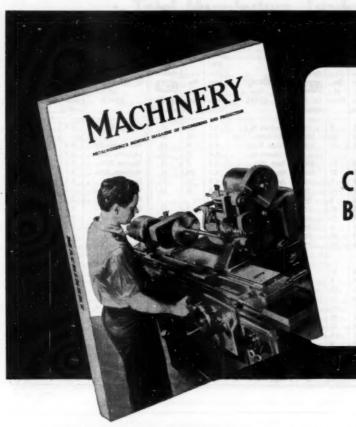
GOUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millione)	COUNTY and STATE	Employ- ment (in thou- eands)	No. of Plants	Value Added SAI Est. (in millione)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions
Cook, III	108.1	1.315	888	Erie, Pa	13.1	73	102	Berrien, Mich	5.8	32	50	Alten, Ohio	3.9	12	34
Wayns, Mich	72.0	973	634	Vanderburgh, Ind.	12.9	24	85	Dallas, Tex	5.5	82	44	Erie, Ohio	3.9	14	32
Cuyahoga, Ohin	68.4	640	687	New Haven, Conn.	11.7	129	92	Kane, III	5.4	45	46	Clark, Ohio	3.9	50	33
Los Angeles, Cal	52.1	1.033	454					Mercer, N. J	5.4	42	27	Allen, Ind	3.7	52	30
Milwaukee, Wis	48.2	390	378	Franklin, Ohio	11.6	76	107	Westmereland, Pa.	5.3	20	36	Franklin, Pa.	3.7	13	29
Montgomery, Ohio	40.5	153	345	Marion, Ind	11.6	161	86	Sangamon, III	5.2	11	40	Will, III	3.7	16	29
Hartford, Conn	35.2	189	284	Dutchess, N. Y	11.1	16	86	Scott, Ia	5.2	27	41	Calhoun, Mich	3.5	23	32
Philadelphia, Pa	29.3	434	221	Broome, N. Y	11.0	21	84		-			San Francisco, Cal.	3.5	137	34
Worcester, Mass	23.1	180	107	Lucas, Ohio	10.1	107	84	Summit, Ohio	8.1	96	46	Columbiana, Ohio.	3.5	31	29
Fairfield, Conn	22.5	206	198	Oakland, Mich Delaware, Pa	10.0	182	89 70	Tulsa, Okla Chautaugua, N. Y	5.1	06 32	36 34	Adams, Ill	3.5	13	28
Hamilton, Ohio	22.5	181	177	Wayne, Ind	9.7	20	79	Jackson, Mo	5.0	71	48	Marion, Ohio	3.5	7	30
Tazewell, III	22.3	14	178	New York, N. Y	9.7	522	88	Chemung, N. Y	4.9	13	38	Herkimer, N. Y	3.4	12	28
Providence, R. I	19.2	170	119	Middlesex, Mass.	9.5	169	73	Lake, III.	4.8	32	38	Tompkins, N. Y	3.4	8	28
Stark, Ohio	18.1	88	157	Trinuman and Triangle				Butler, Ohio	4.8	28	31	Polk, la.	3.4	28	27
Alloghony, Pa	17.5	156	149	Alameda, Cal	9.5	156	79	Saginaw, Mich	4.5	34	33	Bristol, Mass.	3.4	84	19
St. Louis City, Ma.		221	139	Muskegon, Mich	9.4	47	68	Lenawee, Mich	4.5	29	41	Jasper, Ia	3.4	8	27
Hampden, Mass	16.5	104	114	Kent, Mich	9.1	77	86	Venange, Pa	4.5	11	35	Multnomah, Ore	3.4	93	26
Onendaga, N. Y	18.5	89	120	Racine, Wis	8.5	82	67		-	**	-	Macomb, Mich	3.4	125	30
Harria, Tex	16.2	118	154	Monroe, N. Y	8.1	121	64	Shelby, Tenn	4.5	10	36	Lawrence, Pa	3.3	12	25
Union, N. J	15.4	124	123	York, Pa	7.6	48	50	Rock, Wis	4.4	22	36	Oneida, N. Y.	3.3	31	25
		-		Essex, Mass	7.6	109	80	Passaic, N. J.	4.3	119	40	annual in Hilling			
Hudson, N. J	14.9	131	131	Suffolk, Mass	7.4	176	58	Westchester, N. Y.	4.3	55	56	Total Abeve			
Kings, N. Y	14.9	345	105	Ramsey, Minn,	7.4	73	58	Linn, Ia.	4.2	28	33	Counties	1220.5	12,561	9.927
Essex, N. J	14.7	301	100	Berks, Pa	6.6	49	51	Lancaster, Pa	4.1	45	39				-,
Winnebage, III,	13.8	107	128					Montgomery, Pa	4.1	74	31	% of U.S.A. Total .	79.7	70.1	82.4
Erie, N. Y	13.8	172	108	Black Hawk, Ia	6.6	28	51	York, Mo	4.0	2	23				
Jefferson, Ky	13.8	50	83	St. Joseph, Ind	6.3	53	47	La Porte, Ind	4.0	21	33				
Hennepin, Minn	13.7	197	123	Baltimore City, Md.	8.7	98	51	Litchfield, Conn	3.9	25	29				

^{*} Except Electrical Machinery.

Manufacture of Electrical Machinery, Leading Counties

Estimates for 100 counties with 86% of 1954 Employment; 89% of 1954 "Value Added"

COUNTY and STATE	Em- ploy- ment (in theu- sands)	No. of Plants	Value Added SM Est. (In millions)	COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	ploy- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	pioy- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions
Cook, III	119.0	489	950	Hartford, Conn	9.3	33	60	Alten, Ohio	3.7	4	28	Cabell, W. Va	1.9	4	14
Los Angeles, Cal	80.8	285	366	Lucas, Ohin	8.4	17	65	Jackson, Mo	3.7	27	17	Sangamon, III.	1.9	6	14
Philadelphia, Pa	35.3	71	333	Suffolk, Mass	7.8	42	44	Lancaster, Pa	3.4	3	28	Adams, III,	1.9	2	14
Schenectady, N. Y.			211			-		Someraet, N. J	3.3	4	21	Lycoming, Pa.	1.8	6	16
Essex, N. J	29.8	149	192	Morcer, Pa	7.3	1	62	Seneca, Ohio	3.3		25	Windham, Conn.	1.8	3	14
Milwaukse, Wis	29.0	85	214	New Haven, Conn.	7.0	28	49	Howard, Ind.	3.2	5	25	San Mateo, Cal.	1.8	10	14
Allegheny, Pa	28.2	40	254	Wayne, Mich,	0.0	76	53	Kane, III	3.2	18	23	Shiawassee, Mich.	1.8	3	14
Hudson, N. J.	27.4	55	172	Westchester, N. Y.	6.8	47	40		-			Bucks, Pa.	1.7	5	14
Essex, Mass	24.8	26	199	Baltimore City, Md.		15	49	Erie, Pa	3.1	15	22	San Francisco, Cal.	1.7	35	16
Cuvahoga, Ohio	22.6	101	179	Union, N. J.	6.3	27	46	Beaver, Pa	3.1	3	25	DeKalb, III.	1.7	6	12
		1	1111111	Hampden, Mass.	6.2	15	36	Chemung, N. Y	3.0	1	19				
Middinsex, Mass.	23.1	60	136	Baltimore, Md	5.7	3	43	Racine, Wis	2.9	11	22	Elkhart, Ind.	1.6	11	13
New York, N. Y.	17.5	267	123	Hennesin, Minn.	6.6	41	42	Davidson, Tenn	2.8	5	20	Grant, Ind.	1.6	5	12
Marion, Ind	15.9	26	124	Forayth, N. C	5.4	3	38	Bronx, N. Y	2.8	45	18	Erie, Ohie	1.6	2	12
St. Louis City, Mo.	13.8	57	103	,,				Washtenaw, Mich	2.8	8	20	Marion, W. Va	1.6	2	11
Kings, N. Y	13.5	134	96	Bristol, Mass	5.2	10	- 33	Mercer, N. J	2.7	15	26	Litchfield, Conn	1.6	17	12
Camden, N. J	13.3	11	85	Elk, Pa	8.2		43	Norfolk, Mass	2.8	10	19	Ashtabula, Ohio	1.6		12
Onendaga, N. Y	13.1		143	Providence, R. I	5.1	24	35	Strafford, N. H	2.8	1	19	Ramsey, Minn	1.5	23	11
Fairfield, Conn	12.0	61	103	Lohigh, Pa	4.9	9	30					Hillsborough, N. H.	1.4	3	10
Madison, Ind	12.7	2	97	Niagara, N. Y	4.9	10	42	Richland, Ohie	2.4	6	19	Stark, Ohio	1.4	7	
Allen, Ind	12.7	12	97	Santa Clara, Cal	4.8	10	34	Muskingum, Ohio.	2.4	3	19	Clinton, Pa	1.4	1	11
				Middlesex, N. J	4.3	7	30	Washington, Pa	2.3	2	26		-	inemen	****
Monroe, N. Y	12.4	21	77	Daviess, Ky	4.2	2	25	Trumbull, Ohio	2.2	9	17	Tetal Above		- 1	
Montgomery, Ohio	12.3	19	93	Linn, la	4.2	4	27	Alamance, N. C	2.2	1	17	Counties	881.9	3,012	6,542
Berkshire, Mass	11.8	5	78	Montgomery, Pa	4.1		38	Lake, III	2.1		14		-	-	
Hamilton, Ohio	11.8	35	90					Monroe, Ind	2.0	1	15	% of U.S.A. Total	86.0	75.8	89.3
Passaic, N. J	11.5	19	40	Dallas, Tex	3.9	25	.39	Bartholomew, Ind	2.0	4	15				
Queens, N. Y	10.2	83	76	Worcester, Mass	3.9	12	18	Alameda, Cal	2.0	35	22				
Erie, N. Y	10.0	16	53	Oneida, N. Y	3.9	5	26	Lorain, Ohio	2.0		15				



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Of more than 50,000 metalworking plants, only about 2,000 have more than 500 employees. Yet these few plants employ 2/3 of all workers in all plants.

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MACHINERY

-The Monthly Magazine of Engineering and Production

Published by The Industrial Press, 93 Worth Street, New York 13, N. Y.

Transportation Equipment, Leading Counties

Estimates for 100 counties with 94% of 1954 Employment; 94% of 1954 "Value Added"

COUNTY and STATE	Employ- ment (in thou- eards)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Em- play- ment (In thou- sands)	No. of Plants	Value Added SXI Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- eands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Planta	Value Added SM Est. (in millions)
Wayne, Mich	270.0	177	2,303	Warwick, Va	14.8	8	78	Gamden, N. J	8.7	9	46	Hudson, N. J	3.3	31	18
Lee Angeles, Cal	195.1	386	1,278	Jackson, Mo	14.5	22	125	Middleoex, Mass.	8.7	21	59	THE REAL PROPERTY.			
Genesees, Mich	52.2	14	445	Tuisa, Okia	13.5	12	113	Union, N. J	8.4	8	44	New Castle, Del	3.3	7	49
Cook, Ill	49.3	148	418					Orleans, La	8.4	25	48	La Porte, Ind,	3.2	3	27
Nassau, N. Y	45.1	22	356	Washtonaw, Mich	12.5	11	107	Rock, Wis	8.2	7	41	Menros, Mich,	3.2	8	27
King, Wash	42.7	86	267	Macomb, Mich,	12.0	22	102	Essex, N. J	6.0	29	80	Maricopa, Ariz,	3.2	8	24
Sodgwick, Kan	40.2	15	234	Washington, Md	11.4	1	85	Jackson, Mich	5.8	18	61	Oneida, N. Y	3.2	4	24
San Diego, Cal	38.0	29	248	Milwaukee, Wis,	11.3	32	76	Westchester, N. Y.	5.8	13	48	Rameey, Minn,	3.1	11	28
Guyahoga, Ohie	35.6	67	291	Wyandotte, Kan	11.0	3	84		100			Suffolk, N. Y	3.0	29	24
Hartford, Conn	31.9	18	209	Alameda, Cal	10.6	41	00	Eria, Pa	5.5	. 5	38	Berks, Pa	3.0	8	20
		11.3	17 7	Baltimore City, Md.	10.1	25	89	New Haven, Conn.	5.5	19	42	Aliegheny, Md	2.9	1	18
Oakland, Mich	31.5	32	269	Summit, Ohio	10.1	4	82	Lake, Ind	8.1	10	42	Schenoctady, N. Y.	2.8	3	22
St. Joseph, Ind	28.1	9	229	Fairfield, Conn	9.9	25	65	Essex, Mass	5.0	32	44				
Marion, Ind	25.8	24	210	Allegheny, Pa	9.8	17	73	Kenosha, Wia	4.9	2	32	Multnomah, Ore	2.8	26	17
Tarrant, Tex	24.3	14	148	27 7 25 - 111				Bucks, Pa	4.6	1	30	Dauphin, Pa	2.7	4	18
Erie, N. Y	23.8	41	188	St. Louis (county)				Menroe, N. Y	4.4	8	35	Santa Clare, Cal	2.7	9	18
Ingham, Mich	23.7	10	202	Mo	9.4	10	85	Kent, Mich	4.3	16	34	New York, N. Y	2.6	48	20
Dallas, Tex	22.6	15	133	Charleston, S. C	8.6	3	85	Vanderburgh, Ind	4.2	3	34	Shelby, Tenn	2.6	8	19
Borgen, N. J	22.5		155	Kings, N. Y	8.5	72	57	Cathoun, Mich	3.9	- 7	34	Berrien, Mich	2.6	12	22
Baltimere, Md	21.4	7	160	Saginaw, Mich	8.5	18	90					Suffolk, Mass	2.5	15	19
Delaware, Pa	20.9		176	Philadelphia, Pa	7.5	35	51	Montgomery, Pa	3.8	7	25	Chemung, N. Y	2.5	4	19
				Montgomery, Ohio	7.5	21	54	San Francisco, Cal.	3.8	32	25	Freeno, Cal	2.4		16
Hamilton, Ohie	20.1	17	164	Fulton, Ga	7.8	12	56	Lehigh, Pa	3.7	2	28	Butler, Ohio	2.4	3	20
Niagara, N. Y	18.9	4	148	Norfolk, Mass	7.3	4	84	Henry, Ind	3.8	2	30		-	-	-
St. Louis City, Me	18.0	22	171	Jefferson, Ais	7.2	6	42	Duval, Fla	3.6		27	Total Above	1		
Norfolk, Va	16.2	22	86	Allen, Ind	6.8		86	Bay, Mich	3.5	7	30	Counties	1598.0	2,127	12,147
Franklin, Ohio	15.6	15	127		1			Jackson, Miss	3.4	3	25		-	-	
Lucas, Ohio	15.3	18	112	Delaware, Ind	6.7	3	89	New London, Conn.	3.4		22				
Cabb, Ga	18.0	1	112	Lerain, Ohie	6.7	8	88	Clark, Ohio	3.4	5	28	% of U.S.A. Total	93.5	57.3	94.1

Instruments and Related Products, Leading Counties

Estimates for 100 counties with 98% of 1954 Employment; 99% of 1954 "Value Added"

COUNTY and STATE	Em- pisy- ment (in thou- sands)	No. of Plants	Value Added SM Est. (In millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SM Est. (in millione)	COUNTY and STATE	Em- ploy- ment (in thou- sands)	No. of Plants	Value Added S/A Est. (in millions
Monroe, N. Y	48.0	47	338	Bucks, Pa	2.3	3	16	Pulaski, Ark	.8	3	8	La Porto, Ind	.4	2	3
Cook, III	22.7	274	165	Norfolk, Mass	2.1	12	14	Multnomah, Ore	.8	10		Scott, la	.4	1	3
Nassau, N. Y	17.8	14	138	Lancaster, Neb	2.0	2	14	Campbell, Ky	.7	1		Onondaga, N. Y	.3		3
Los Angeles, Cal	13.6	197	94			1		Clearfield, Pa	.7			Sussex, Del	.3	1	2
Bergen, N. J	11.1	19	72	Erie, N. Y.	1.9	23	16	Hampdon, Mass	.7			Clark, Ohie	.3	2	2
Hennepin, Minn		25	70	Hudson, N. J	1.8	20	12	Montgomery, Ohio		12	3	Windham, Conn	.3	2	2
Philadelphia, Pa	9.1	98	05	Washtenaw, Mich.,	1.7		10	Dane, Wis	.6	3	4	St. Joseph, Ind	.3	1	3
New York, N. Y	9.1	404	100	Westmoreland, Pa.	1.7	2	12				n - 1	Montgomery, Md	.3	3	2
Queens, N. Y	6.6	87	48	Hamilton, Ohio	1.8	23	11	Union, N. J	.6	7	5	Stark, Ohio	.8	2	2
Kings, N. Y	6.7	122	42	Knex. Tenn	1.4	2	11	Jackson, Mo	.6	20		Montgemery, Pa	.3	8	2
				Wayne, Mich	1.4	47	- 11	Dallas, Tex	.6	13	5	112 24 25 27 27 27 27 27 27 27 27 27 27 27 27 27	11111		
Milwaukee, Wis	5.6	20	47	Franklin, Ohie	1.4	17	11	Denver, Colo	.6	15	4	Burlington, N. J	.3	3	2
Middlesex, Mass.	5.3	35	33	Erie, Pa	1.3	- 5	10	Lucas, Ohio	.6		4	Marshall, la	.3	2	2
New Haven, Conn.		16	46	Westchester, N. Y.		25		Richland, Ohie	.8	2	- 5	Mercer, N. J	.3	1	2
Fairfield, Conn	4.2	30	35			-		Ontario, N. Y		2	4	King, Wash	.3	18	2
Middlesex, N. J	4.0		30	La Grosse, Wis	1.3	1		St. Louis, Mo	.5	5	3	St. Joseph, Mich.,	.2	2	2
Broome, N. Y	3.9	4	31	Litchfield, Conn	1.3	3		Harris, Tox	.5	16	2	Mason, Mich	.2	1	2
Wercester, Mass	3.9	18	33	Passaic, N. J	1.8	8	10	Summit, Ohio	.5	8	7	Highland, Ohio	.2	1	2
Essex, N. J	3.7	60	25	Suffolk, N. Y	1.2	7	10		100			Baltimore City, Md.	.2	16	1
La Salle, Ill	3.5	. 2	28	Borks, Pa	1.1	3		Bristol, Mass	.4	7	3	Belknap, N. H	.2	2	1
Cuyahoga, Ohlo	3.5	35	28	York, Pa		2	7	San Francisco, Cal.		21	2	Jefferson, N. Y	.2	8	2
	-	1	-	Bronx, N. Y	1.0	27	7	Marion, Ind	.4	12	1	Contract Annual Contract			
Allogheny, Pa	3.3	29	23	Richmond, N. Y	1.0	1		Orleans, La	.4	4	3	the same of			
Suffolk, Mass		52	21	Dinwiddie, Va	.0	3	7	Wood, Ohis		1	3	Total Above			
Lancaster, Pa	2.9	4	20	St. Louis City, Me.		21		Tuina, Okia		12	1	Counties	271.2	2,195	2,007
Hartford, Conn		10	18		1			Atbany, N. Y	.4	2	3				1
Elkhart, Ind		1	21	Baltimore, Md	.9	2		Davidson, Tenn	.4	4	3				-
Providence, R. I		25	19	Winnebage, III	.9	3		Jackson, Mich	.4		3				
Kane, Ill		3	19	Alameda, Cal	.8	20		Walworth, Wis	.4	2	2	% of U.S.A. Total.	98.3	84.5	98.6

Total Manufacture, Leading Counties

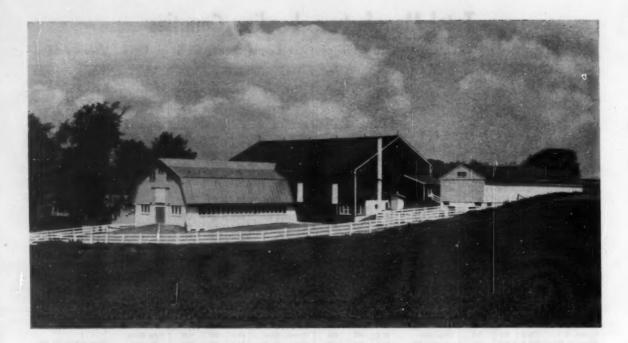
Estimates for 100 counties with 62% of 1954 Employment; 65% of 1954 "Value Added"

COUNTY and STATE	Employ- ment (in) thou- sands)	No. of Plants	Value Added SM Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added Sin Est. (in millions)	COUNTY and STATE	Employ- ment (in thou- sands)	No. of Plants	Value Added SHD Est. (in millions)	COUNTY and STATE	Employ- ment (In thou- sands)	No. of Plants	Value Actival SXD Est. (in millions)
Cook, III	822.6	11234	6,498	Nassau, N. Y	91.7	517	683	Fulton, Ga	88.7	713	389	Luzerne, Pa	38.0	488	184
Los Angeles, Cal	617.3	9,472	4,620	Essex, Mass	91.7	1,280	605	Sedgwick, Kan	55.2	326	380	Orleans, La	37.1	643	235
New York, N. Y	564.1	26328	4,087		100.3			Kent, Mich	53.2	894	378	Norfolk, Mass	36.5	463	238
Wayne, Mich	543.1	3,872	4,547	Genesses, Mich	81.6	214	658	Northampton, Pa	53.2	349	284	Hamilton, Tenn	38.5	331	194
Philadelphia, Pa	341.8	5,244	2,524	Harris, Tex	81.1	916	752	Tarrant, Tex	52.6	427	329	Wyandotte, Kan	36.2	186	295
Cuyahoga, Ohle	300.6	3,182	2,500	Union, N. J	80.8	741	723	Berks, Pa	50.9	817	296	Madison, Ill	35.7	178	286
Kings, N. Y		7.298	1.583	Bergen, N. J	80.0	924	678					Guilford, N. C	35.5	410	213
Allegheny, Pa	233.9	1,581	1,801	Bristoi, Mass	79.0	1,012	444	Mahoning, Ohio	50.6	260	338	Denver, Cole	35.1	772	263
Milwaukee, Wis	180.4	1,963	1,426	King, Wash	77.9	1,221	517	Ningara, N. Y	49.0	257	414	Lehigh, Pa	34,8	480	197
St. Louis City, Ms.	179.0	2,330	1,292	Passaic, N. J	77.1	1,278	475	San Diego, Cai	48.6	419	325		1	-	
***		100		Hennepin, Minn	75.3	1,410	634	Brenx, N. Y	47.8	1,865	304	Davidsen, Tenn	34.0	370	206
Escex, N. J	147.9	2,599	1,110	Dailas, Tex	74.9	1,068	630	Beaver, Pa	47.1	183	339	Allen, Ind	33.7	267	265
Hamilton, Ohio	147.5	1,564	1,167	Lucas, Ohio	74.7	627	615	Camden, N. J	46.6	391	330	Lorain, Ohis	32.8	161	204
Erie, N. Y	147.2	1,437	1,158					Westchester, N. Y.	45.2	927	365	Oneida, N. Y	32.6	341	212
Hudson, N. J	140.6	2,169	1,186	Alameda, Cal	72.8	1,186	624	Schenectady, N. Y.	45.9	106	247	Lackawanna, Pa	32.6	394	157
Middlesex, Mass.	137.6	1,756	932	Hampden, Mass	71.4	772	457	Erie, Pa	44.5	368	296	Henrico, Va	32.0	378	205
Hartford, Conn	127.7	917	858	Franklin, Ohie	70.0	679	486	York, Pa	43.8	597	271	Hillsborough, N. H.	32.0	338	182
Baltimore City, Md	120.5	1,638	911	Jefferson, Ky	69.3	640	805					Madison, Ind	31.3	148	206
Providence, R. I	119.1	1,938	732	San Francisco, Cal.	85.5	1,900	507	Mercer, N. J	43.1	402	305	Vanderburgh, Ind	31.3	193	216
New Haven, Conn	115.1	1,142	756	Baltimere County				Shelby, Tenn	42.9	491	332	Tulea, Okia	30.5	342	273
Fairfield, Conn	113.0	1,151	793	Md	65.2	97	421	Westmoreland, Pa.	42.8	313	278				
				Jackson, Mo	85.0	1,060	498	St. Joseph, Ind		259	312		-	-	-
Monroe, N. Y	. 110.2	910	733	Stark, Ohio	62.2	385	430	Rameey, Minn		641	339	Total Above			long a
Worcester, Mass	. 110.1	1,334	687	Jefferson, Ala	61.7	530	437	Multnomah, Ore	41.5	978	326	Counties	9909.2	139685	73,651
Suffolk, Mass	. 105.8	2,982	713	Middlesex, N. J	61.6	540	473	Lancaster, Pa	41.2	553	258				
Queens, N. Y	103.9	2,206	852	731 (731 0)				Broome, N. Y	40.6	237	249	100	-	-	-
Lake, Ind	. 101.8	284	953	Delaware, Pa	60.0	310	448	Winnebago, Ill	39.1	375	288			-	
Marion, Ind	. 98.3	944	783	Oakfand, Mich	60.0	567	482	New Castle, Del	38.3	251	264	% of U.S.A. Total	82.4	58.0	65.2
Summit, Ohio	. 93.8	492	704	Montgomery, Pa	59.8	648	407			1					
Montgomery, Ohio	0 92.4	595	739	Onendaga, N. Y	56.0	512	387	Trumbull, Ohio	38.0	178	277		-	-	-

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BOTH SIDES OF THE TABLE TALK THE SAME LANGUAGE

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*, with a very few exceptions. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.



THIS MAKES THE PICTURE CLEAR!

● Most business men sense the fact that while the total farm population has declined, the *real* farm market is very big and getting bigger. But, too many have not had a clear understanding of how, why and what it means to them. Maybe this will help.

Comparing the actual records of 25 specific farms enrolled in the Farm Bureaus Farm Management Service continuously since 1925—choosing for this comparison the 3 years 1925 through 1927 and the 3 years 1950 through 1952—gives a very clear picture of what has been happening.

HERE ARE THE HIGHLIGHTS OF THIS STUDY*-

THE FARMS HAVE BECOME BIGGER—the average number of acres per farm has risen from 235 to 264 acres.

IT TAKES FEWER MEN TO FARM THESE BIGGER FARMS—thanks to mechanization, labor is down from 2.07 to 1.77 men per farm.

GOOD FARMING IS BIG BUSINESS—the capital invested per farm has increased by \$52,296. The total capital investment per farm is now \$113.657.

THE TOTAL ANNUAL CASH RECEIPTS ROSE SHARPLY—from \$6,076 per farm to \$17,534 per farm.

THE FARM FAMILY EARNINGS ROSE FROM \$4,095 PER YEAR TO \$9,584 PER YEAR—not just because the farms were bigger and the prices higher. Modern methods and know-how have greatly increased the production per acre. Using the same prices for both three year periods, the value of crops produced per acre rose 26% and the value of livestock produced per acre rose 40%!

The story is much the same wherever you go. There are now more than two and one half million farm families enjoying a better than average standard of living. The real farm market—for luxuries, conveniences and services—is big and growing bigger!

*The whole story is told in detail in an article by M.L. Mosher in the May, 1954, issue of Illinois Farm Economics which is published by the University of Illinois, College of Agriculture, in cooperation with the United States Department of Agriculture.

It is not just the fact that you miss most of the big farm market when you confine yourself to urban media. It takes a farm magazine to really get home among farm families—to let them know you are really addressing them.

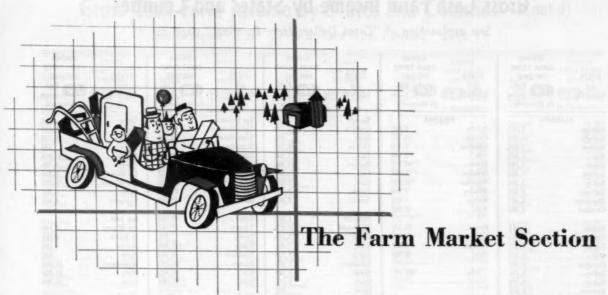
Nothing can match FARM JOURNAL for impact, for coverage and for economy among farm families, It is America's largest, most successful farm magazine, first with farm families by hundreds of thousands—first with advertisers by millions of dollars!

FARM JOURNAL

THE MAGAZINE FARM FAMILIES DEPEND ON

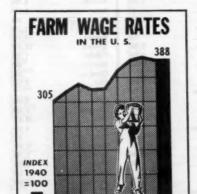
Published by Farm Journal, Inc., Philadelphia 5, Pa.

Graham Patterson, Publisher Richard J. Babcock, President



Reflecting the continuing drop in farm prices in 1954, farm dollar income (including Government payments to farmers) stood at \$29.7 billion, which, while reflecting a drop of 4% from 1953, represents the third highest level in history. The farm market today still is, therefore, an extremely fertile field for the sale of a wide range of industrial and home consumption commodities.

The farm market may be measured in several ways. If we add to the \$29.7 cash income about \$2 billion estimated as the rental value of farm dwellings, a total gross farm income of about \$32 billion may be derived. Farm production expenses in 1954 amounted to \$22.5 billion, leaving about \$12 billion as the total realized net income of farm operators. To this can be added the net change in farm inventories, the wages received by farm laborers, plus about \$6 billion of income from non-farm sources,



1946'47'48 '49'50 '51'52 '53 1954

ANNUAL AVERAGE

U. S. DEPARTMENT OF AGRICULTURE

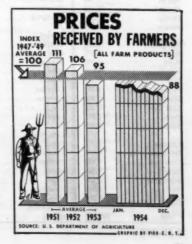
bringing the total income of the farm population up to about \$19 billion, about 7% of total national income.

The reason why the farm market still represents a particularly high quality market is that the huge increases in dollar income achieved since 1939 were accompanied by a sharp drop in farm population, with a marked resultant upgrading of per capita income levels in farm areas. The farm population in 1950 totaled 25 million persons, about 16.6% of total population, as contrasted to nearly 31 million persons in 1939, when the farm population accounted for nearly 24% of the total.

The measure of farm income which appears to have the greatest use in marketing is what we call "gross dollars from farming," i.e., cash receipts from farm marketings plus Government payments. Estimated at \$29.7 billion in 1954, this figure measures the sum total available to the farm population for expenditures on the entire range of goods and services required for either consumption or production.

Our state estimates of gross dollars from farming are projections for 1954, based on data for the first ten months of the year available from the Bureau of Agricultural Economics. The allocation among counties was based on county reports on the value of farm products sold in 1949, as ascertained by the Census Bureau in the 1950 Census of Agriculture. In effect, therefore, we assume no alteration in 1953 in the relative distribution of farm income within each state from that established by the Census Bureau.

It will be noted that in some counties farm income totals exceed total Net Effective Buying Income. In almost all such cases, it will be found that farm expenses, i.e., deductions from gross income for wages, feed, fertilizer, depreciation, interest, etc., constitute a relatively high proportion of gross farm income, and that if all adjustments were to be made, net farm income would fall short of Net Effective Buying Income. The relation between net and gross farm income varies considerably according to types of farming. Thus, in South-ern states, the ratio of net to gross farm income would fall short of Net whereas in highly mechanized farming areas the relation between net and gross will fall below 50%. It was felt, however, that the gross farm income represented a better indicator of the importance of the farm market than would net farm income. The gross figure is certainly most important in assaying the county's potential for farm equipment, supplies and materials.



STATE	CASH	FARM OME	STATE	GROSS CASH FARM INCOME	STATE	CASH FARM INCOME	STATE	CASH F	MRA	CAS	H FARM
and		-	and	SAD Esti-	and	Sid Esti-	and	SH	Esti-	and G	· ·
COUNTY	SH	mates usands)	COUNTY	(in thousands)	COUNTY	(in thousands)	COUNTY	(in thous	THE REAL PROPERTY.		mate nousands)
		Manual (-				
AL Autauga	LABAMA	4,043	Apache		Newton		San Mateo Santa Barbara.		14,104 66,813	Ouray	1,50
Baidwin		10,931	Cochise				Santa Clara		89,280	Phillips	6,25
Barbour		7,234	Coconino				Santa Cruz	*****	23,925	Pitkin	74
Blbb		1,541	Gila				Shaeta		5,722	Prowers	13,84
Blount		7,233	Graham				Sierra	*****	719	Pueblo	8,71
Bullock Butler		2,880 3,298	Greenlee Maricepa				Siskiyeu		13,217 25,050	Flio Blance	12,7
alhoun		2,000	Mohave				Senoma		72,413	Routt	4,3
Chambers		3,461	Navajo				Staniolaus		90,966	Saguache	4,8
Cherokee		4,892	Pima	16,285							
				24 444	Randolph		Sutter		43,193	San Juan	
hilton		3,656	Santa Gruz				Tehama		17,197	San Miguel	1,1
Shoctaw		1,804	Yavapal				Tulars		47,945	Summit	8,0
Clay		1,528	Yuma				Tuolumne		4,344	Tellor	4
Cleburne		1,047			Sebastian		Ventura		68,663	Washington	11,8
Coffee		9,256	Total	353,181	Sevier	2,154	Yole		40,448	Weld	81,5
Colbert		8,009			Sharp		Yuba		11,203	Yuma	10,7
Cenecuh		3,859			Stone		Tatal	0.4	100 000	Total	A45.5
Cecen Covington		926 6,791	ARKA	INSAS	Union Van Buren		Total	2,3	400,000	Total	445,5
oornigten	********	0,101	Arkansas			1,010					
Grenehaw		4,786	Ashley		Section of the second	17,893				(A)	
Culiman	*******	11,223	Baxter	1,131	White	7,764	ni i				
Dale		5,185	Benton				2001	ORADO		CONNECTIC	
Dalias		8,813	Beone			2,905				Fairfield	10,3
De Kalb		10,834	Bradley			528,901	Adams		18,898	Hartford	90,3
Elmore Escambia		4,350	Calhoun			529,901	Arapahoe		7,690	Middlesex	18,0
Etowah		3,937	Chicot				Archuleta		1,552	New Haven	18,2
Fayette		2,520	Clark				Baca		16,321	New London	19,7
Franklin		4,205	TERRITORY ST			FORNIA	Bent	*****	7,710	Tolland	14,0
			Glay	13,810	Alameda	32,093	Boulder		11,904	Windham	17,91
Geneva		8,641	Cleburne				Chaffee		898	CHAUTED TO MA	
Greens		3,449	Cleveland				Cheyenne		5,890	Total	189,11
Hale		6,069	Columbia				Clear Creek	*****	76		
Houston		8,614 11,588	Craighead				Canajos		6,844	Ulan Sha	
Jackson		7,780	Crawford				Costilla		2,636	0.00	
Jefferson		3,932	Crittenden				Crowley		4,298	DELAWAR	E
Lassar		2,942	Cross				Custer		1,576	Kent	15,7
Lauderdale.		7,936	Dallas	1,113	Fresne	199,594	Delta		7,185	New Castie	10,3
Lawrence	******	10,465	Doobs		Class	25,480	Denver		2,233	Sussex	61,3
Les		3,505	Deeha				Delores		1,900	Total	87,3
Limestone		13,793	Faulkner				Eagle		2,964	Total	01,0
Lowndes		5,019	Franklin				Elbert		8,880	-	
Macon		3,380	Fulton				1000			1000	
Madison		13,548	Garland				El Paso		8,249	FLORIDA	
Marengo		6,006	Grant				Frement		2,274	FLORIDA	dir.
Marion		4,202	Greene				Garfield		5,088	Alachua	
Marshail Mobile		10,525 7,064	Het Spring				Gilpin		1,538	BakerBay	
Monroe		5,000	That opining	1,79	I I I I I I I I I I I I I I I I I I I	43,043	Gunnison		2,896	Bradford	
		-,	Howard	2,67	6 Marin	17,087	Hinsdale		198	Brevard	
Montgomery	y	11,525	Independence.				Huerfane		2,600	Broward	22,6
Morgan	*******	9,071	Izard	2,39	Mendocino	10,315	Jackson		2,515	Calhoum	1,2
Porry			Jackson				Jefferson	*****	7,383	Charlotte	9
Pickens		4,322	Jeffersen				WI			Citrus	
Pike		7,331	Johnson			1,600	Kit Careen		5,078	Clay	2,1
Randolph		2,641	Lafayotte				Kit Carson Lake		10,652	Collier	5,6
Saint Clair,		2,004	Lee				La Plata		3,982	Columbia	
Shelby	*******	2,611	Lincoln				Larimer		16,115	Dade	30,6
Sumter		4,882	Control State		- CONTRACTOR		Las Animas	*****	7,152	De Sete	4,1
			Little River				Lincoln		8,051	Dixle	
Talladega		4,613	Logan				Logan		20,901	Duvai	
Taliaposea.		2,488	Lonoke			72,830	Mesa		10,294	Escambia	2,7
Tuecalocca.		5,436	Madison				Mineral		38	Flagier	
Walker Washington		2,524	Marion				Moffat		4,823	Gadeden	18,0
Wilcox		4,300	Mississippi	55,69			Montezuma		4,123		10,0
Winston		2,282	Monroe				Montrose		7,872	Gilchrist	1,4
	-		Montgemery				Morgan		18,967	Glades	3,8
	*******	386,790	Nevada				Otere		11,332	Gulf	

STATE	CASH INCO	FARM	STATE	CASH	FARM OME	STATE	CASH INC	FARM DME	STATE	CASH	FARM OME	STATE	GROSS ASH FARM INCOME
and COUNTY	SM (in thou	timerea	COUNTY	(In thos		COUNTY	(in the	THE	COUNTY	(in the	Esti- mates usands)	COUNTY	Esti- mate thousands)
Hamilton		2 600	Compil			Lauradan		8,549	10	ОНА		Douglas	18,59
Hardee		2,608 6,042	Catoon		4,640 2,401	Lowndes		3,035			44 000	Du Page	
Hendry		11,451	Chariton		730	McDuffie		1,933	Adams		11,200	Edgar	
fernarido		2,296	Chatham		2.875	McIntosh		130	Banneck		8,139	Edwards	5,18
lighlands		7,938	Chattahooche		125	Macon		4,972	Bear Lake		3,493	Effingham,	9,64
dilleborough.		26,563	Chattooga		2,036	Madison		3,490	Benowah		1,653	Fayette	
folmes		2,892	Cherokee		18,911	Marion		1,488	Bingham		20,908	Ford	
ndian River.		8,043	Clarke		1,681	Meriwother.		4,778	Blaine		3,069	Franklin	
ackeon		9,484	Clay	******	3,261	Miller	******	5,854	Boise		577	Fulton	
leffereon		2,634	- Alexander		4 844	Mitchell		10,590	Benner		1,987	Gallatin	5,55
Lafayette		1,510	Glayten		1,544	Monroe		2,570	Benneville		14,457	Greene	18,60
Lake		28,326	Cobb		2,772	Montgomery		2,644	Boundary		2,855	Grundy	
Lee		8,342	Coffee		8,594	Morgan		5,385	Butto		2,275	Hamilton	
Loon		2,273	Colquitt		13,047	Murray		2,065	Camas		1,648	Hancock	27,20
Levy		2,740	Columbia		1,631	Muscages		1,085	Canyon		28,208	Hardin	1,0
Liberty	******	367	Cook		5,725	Newton		3,121	Caribou		6,915	Henderson	
Madison		3,896	Goweta		2,983	Oconee		2,676	Cassia		12,745	Henry	
Manatee		10,228	Grawford		1,370	Oglethorps	******	2,839	Clark		1,704	frequels	
Marien		11,083	Crisp		5,881	Paulding	******	1,440	Clearwater		1,021	Jackson	
Martin		1,937	100						Guster		2,567	Jasper	10,2
			Dade		648	Peach		3,227	Elmore		3,611	lefferen	**
Menroe		15	Dawson		2,273	Pickens		1,958	000,0			Jafferson	
Nassau	******	2,314	Decatur	******	7,624	Pierce		4,790	Franklin		7,041	Jersey	
Okaloosa		1,278	De Kalb		2,809	Pike		2,984	Frement		7,772	Jo Daviess	
Okeechabee.		1,767	Dodge		5,568	Polk		2,433	Gem		5,207	Kane	
Orange		41,623	Dooly		6,973	Pulaski Putnam		3,565 2,669	Gooding		8,660	Kankakee	
Osceola Paim Beach.		3,432	Dougherty		3,318 879	Quitman		1,021	Idaho		9,397	Kendall	
Pasco		14,312	Early		10,309	Rabun		519	Jefferson		9,191	Knox	
Pinellas		11,837	Echois		847	Randolph		5,723	Kootenai		3,303	Lake	
Polk		81,702	actions		041	Transcopii			Latah		7,975	La Salle	
	*******	01,100	Effingham		1,730	Richmond		2,248	Lembi		3,937	1,440,540,540,540,540	
Putnam		4,915	Elbert		2,521	Rockdale		905	Leimin	******	0,001	Lawrence	5,8
St. Johns		6,721	Emanuel		6,361	Schley		1,648	Lewis		5,892	Lee	32,5
St. Lucie		7,887	Evans		2,435	Screven		5,086	Lincoln		3,782	Livingston	43,9
Santa Rosa	******	3,277	Fannin		695	Seminate		4,960	Madison		7,501	Logan	
Sarasota		4,067	Fayette		2,550	Spalding		2,376	Minidoka		8,679	McDonough	
Seminole		15,491	Floyd		3,517	Stephens		967	Nez Perce	******	7,642	McHenry	
Sumter		4,649	Forsyth		8,431	Stewart		2,006	Oneida		5,069	McLean	
Suwannee		5,078	Franklin		3,605	Sumter		7,845	Owyhee		8,395	Macon	
Taylor		772	Fulton		5,424	Talbot		1.,047	Payette		5,753	Macoupin	
Union	******	1,408	-			120.11			Power		5,405	Madison	20,6
Materia			Gilmer		1,048	Taliaferro		848	Sheshene	******	338	Marion	7,9
Volusia Wakulia		10,586	Glascock		1,228	Tattnail		6,262 3,199	-			Marshall	
Walton		-	Giynn		637 4,017	Telfair		3,670	Teton		3,200	Mason	
Washington.		2,211	Grady		8,436	Terrell		6,148	Twin Falls		29,931	Massac	
TT GENERAL CONT.		1,104	Greene		2,009	Thomas		6,940	Valley		1,093	Menard	
Total		540,529	Gwinnett		4,201	Tift		9.754	Washington.	******	5,963	Mercer	
		210100	Habereham		1,887	Toombs		4,886	Total		301,740	Monroe	
			Hall		10,776	Towns		795				Montgomery	20,8
			Hancock		2,309	Treutien		2,381	104 10			Morgan	
G	EORGIA					100			THOUSE .			Moultrie	14,1
Appling		4,670	Haraison		1,885	Troup		1,450	IL	LINOIS		100,02	
Atkinson		2,443	Harris	*******	2,157	Turner	******	6,134	Adams		23,314	Ogle	
Bacon		3,597	Hart		4,203	Twiggs	******	1,519	Alexander		2,516	Peoria	
Baker		3,728	Heard		1,110	Union	*******	1,151	Bond		8,588	Perry	
Baldwin		2,192	Henry		3,778	Upeon		1,747	Boone		14,853	Piatt	
Banks		1,460	Houston		4,853	Walker		3,180	Brown		6,845	Pike	
Barrow		3,497	Irwin		7,851	Walton		5,863	Bureau		42,790	Pope	
Bartow		4,009	Jackson		5,484	Ware		3,441	Calheun		4,747	Pulaski	
Ben Hill		3,320	Jasper		2,965	Warren		2,573	Carrell		21,126	Putnam	
Berrien	*******	7,524	Jeff Davis		3,901	Washington		5,795	Champaign		13,253	Richland	
BOA.		3 310	lefferen		5 100	Warra		9 890	Champaign	******	44,888	rocinatio	0,
Bibb Bieckiey	*******	3,319	Jefferson		5,189 3,789	Wayne		3,570 2,092	Christian		30,945	Rock feland	15.
		3,087	Jenkins		3,531	Webster			Clark		11,706	St. Clair	
Brantley Breoks		1,812 7,288	Johnson		1,455	Whoeler		2,815	Clay			Saline	
Bryan		1,420	Lamar		1,427	Whitfield	******	3,436	Clinton			Sangamen	
Bulloch		11,720	Lanier	******	2,314	Wilcox		4,918	Colea		18,999	Schuyler	
Burke		8,816	Laurens		9,083	Wilkes		2,088	Gook			Scott	
Butto		1,746	Lee		4,349	Wilkinson.		1,387	Crawford			Shelby	
Calhoun		4,871	Liberty		628	Worth		12,228	Cumberland		7,683	Stark	
Camden		691	Lincoln		884				De Kaib			Stephenson	26.
Candier		3,780	Long		473	Total		588,752	De Witt			Tazewell	
		-1144			410	10001							© SM, 19

STATE IN	ROSS H FARM COME	STATE	GROSS CASH FARM INCOME	STATE IN	ROSS H FARM COME	STATE IN	ROSS H FARM COME	STATE IN	ROSS H FARN ICOME
TANDOUNTY OX	D Esti-	COUNTY	GY:D Eati-	and COUNTY	Esti-	and OX	Esti-	and CZ	Esti-
	ousands)	COUNTY	(in thousands)	0001111	mates ousands)	COUNTY	mates susands)	000111	mate neusands
Union	8,258	Montgomery	20,738	Decalur	9,362	Weedbury	38,994	Mitchell	9,84
Vormilion	35,303	Morgan	9,450	Delaware	24,622	Worth	16,688	Montgomery	8,55
Wabash	3,577	Newton	13,662	Des Moines	15,923	Wright	25,381	Morris	10,86
Warren	30,180	Noble	13,506	Dickinson	14,527	1000		Morton	6,77
Washington	12,190	Ohio	2,071	Dubuque	24,794	Total	2,273,856	Nemaha	15,84
Wayne	8,875 8,897	Orange		Emmet	14,567			Nocaho	7,67
Whiteeide	35,170	Parko		Floyd	28,441 28,374			Ness	10,31
VIII	28,768	Perry		Franklin	29,923	KANSAS		Norton	13,50
Williamson	2,791	Piko		Fremont	17,462		7 541	Oaige	10,0
						Allen	7,541 9,707	Osberne	7,63
Vinnebago	20,446	Porter		Greene	23,749	Atchison	9,356	Ottawa	8,9
Weadford	22,440	Posey		Grundy	25,700	Barber	13,033	Pawnee	10,8
*****		Pulaski		Guthrie	19,276	Barton	12,073	Phillips	6,1
Total	1,897,354	Putnam	14,055	Hamilton	27,968	Bourbon	8,380	Pottawatomie	11,91
		Randelph		Hancock	25,252	Brown	18,569	Pratt	8,00
		Ripley		Hardin	26,656	Butler	22,383	Rawlins	7,81
INDIANA	10 140	Rush		Harrison	22,821 16,669	Chase	8,335	Republic	18,60
Mon	12,540 21,627	Scott		Howard	13,648	Chautauqua	4,986	Rice	9,3
lartholomew	11,717	Shelby		Humboldt	20,120	Charakes	F 000		0.00
lenton	19,649					Cherokee	6,204	Riley	8,88
linekford	5,182	Spencer		Ida	25,360	Clark	11,076	Rooks	6,51
loone	19,400	Starke		lowa	24,819	Clay	10,432	Flush	9,78
PROFIT	1,097	Steuben		Jackson*	20,381	Cloud	9,792	Russell	6,85
arroll	18,224	Sulfivan	9,508	Jasper	29,515	Coffey	12,218	Saline	10,11
0.88	16,172	Switzerland		Jefferson	11,505	Comanche	9,799	Scott	8,8
llark	6,514	Tippecanee		Johnson	29,564	Cowley	15,710	Sadgwick	17,20
		Tipton		Jones	31,734	Crawford	7,097	Seward	4,81
lay	7,431	Vanderburgh		Kessuth	42,512	Decatur	7,922	Shawnee	7,33
linten	20,543	Vermillion		Lee	12,588	District		Onorium	, 00
laviess	2,102 11,585	***************************************			12,000	Dickinson	16,213 9,784	Sherman	9,00
learborn	5,205	Vigo	9,743	Linn	30,779	Douglas	9,975	Smith	8,45
lecatur	14,478	Wabash	16,823	Louise	15,661	Edwards	7,849	Stafford	7,81
le Kalb	11,001	Warren	11,946	Lucas	9,128	Elk	5,671	Stanton	10,93
elaware	14,091	Warrick		Lyon	27,841	Ellis	7,498	Stevens	8,87
lubois	9,276	Washington		Madison	16,507	Ellsworth	8,337	Sumner	18,41
lkhart	19,982	Wayne		Mahaska	23,628	Finney	14,083	Thomas	9,96
		Wells		Marion	21,347	Ford	12,297	Trego	5,60
ayotto	7,125	White		Marshall	27,778	Franklin	11,285	Wabauneee	10,86
loyd	2,941	Whitley	11,986	Milie	16,868 21,047			Wallace	5,2
ountain	11,864 8,832	Total	1,072,180	Internation	41,041	Geary	5,311	Washington	14.20
ranklin	12,629			Monons	22.275	Gove	8,951 5,865	Wichita	8.0
lbeen	12,204	100		Monroe	7,502	Grant	7,330	Wilson	8,80
rant	16,008	75.00		Montgomery	16,946	Gray	9,432	Woodson	4.77
reene	8,630	101	WA	Muscatine	20,872	Greeley	4,727	Wyandotte	6,94
lamilton	16,986	Adair	18,714	O'Brien	31,662	Greenwood	14,230	-	
lancock	11,378	Adams	12,908	Osceela	18,320	Hamilton	7,203	Total1	1,031,6
100		Allamakee		Page	28,458	Harper	12,870		
inrrison	7,881	Appanesse		Palo Alto	24,185	Harvey	11,804		
endricks	17,912	Auduben		Plymouth	45,546			KENTUCKY	
enry	15,034	Black Hawk		Pocahontas	26,180	Haskell	7,258		
lowardluntington	14,441	Boons		Balle	23,366	Hodgeman	6,934 0,754	Allan	3,5
ickson	8,887	Bromer		Polk	52,009	Jackson	11,248	AllenAnderson	3,3
9007	20,262	Bushaman	04 700	B	23,724	r 46	40.440	Ballard	4.0
ly	10,314	Ouchaman	21,100	Ringgold	11,830	Johnson	11,034	Barren	10,3
offereen	6,300	Buena Vieta	29,700	Sac	29,394	Kearny	5,900	Bath	5,1
ennings	4,812	Butler		Scott	25,073	Kingman	11,173	Bell	1
		Galheun	23,465	Shelby	28,681	Kiewa	8,288	Boene	4,4
hnaon	12,811	Carrell		Sioux	49,658	Labotto	8,769	Bourbon	13,3
nox	17,564	Cass		Story	25,663		-47.55	Boyd	
oocluako	22,411	Cedar		Tama	31,992	Lane	8,504	Sharry .	
agrange	11,880	Cerro Gerde		200	1911	Leavenworth	9,161	Boyle	6,4
ako	14,006	Cherokse		Taylor	15,549	Lincoln	9,086	Bracken	4,7
a Porte	17,017	Chickasaw		Union	10,654	Linn	8,219	Breathitt	
awrence	4,848	Clarke	9,442	Van Buren	9,095	Logan	5,676	Breckinridge	5,3
ladison	17,824 12,793	Clay	28,802	Warren	11,093	MaDharson	17,900	Bullitt	2,8
farshall	18,874	Clayton		Warren	15,741 27,336	McPherson	14,559	Caldwell	3,2
		Clinton		Wayne	11,255	Marshall	13,896	Galloway	4,5
fartin	2,127	Crawford		Webster	25,631	Meade	10,568	Campbell	2,4
Maml	13,868	Dallas		Winnebago	17,115			Cartisis	2,6
	3,218	Davis		Winneshiek		Miami	9,737	Carroll	2,8



Big figures do not always mean big value. Coverage and influence in its market are better indices of a medium's worth than its mere audience size...

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STATE	CASH	FARM DME	CASI	H FARM COME	CAS	BROSS SH FARM NCOME	CAS	HOSS H FARM COME	CASE	ROSS H FARM COME
and	-	Feti-	and	Entl.	and '	Enti-	and	m Fall	and	- E-11
COUNTY	(In the	mates	COUNTY	mates iousands)	COUNTY	matee housands)	COUNTY (in th	mates eucands)	COUNTY	mat ousands
Garter		2,139	Nicholas	5,004	Ouachita	8,630	Someraet	8,964	Lake	
Casey		4,672	Ohio	3,362	Plaquemines	-,	Talbot	8,241	Lapoor	15.14
Christian		10,601	Oldham	4,589	Pointe Coupee		Washington	12,791	Leelanau	4,01
lark		9,756	Owen	7,272	Rapides		Wicomico	18,680	Lonawoo	24,21
lay		1,785	Owsley	1.074	1.00		Worcester	20,960	Livingsten	8,66
linton		1,710	Pendleten	5,204	Red River	4,855	-		Luce	57
Crittenden		2,425	Porry	283	Richland		Total	252,029	Mackinac	85
umberland	*****	2,303	Pike	477	Sabine				Macomb	15,21
Davioss		9,006	Powell	759	St. Bernard					
			Pulaski	6,196	St. Charles		MASSACHUSE	TTS	Manistee	2,61
Edmonson		1,900	112	-,	St. Helena		Barnetable	3,402	Marquette	1,53
illiott		1,369	Robertson	1,789	St. James	4,072	Berkehire	9,805	Mason	5,35
ietiN		1,321	Rockcastle	2,146	St. John the Baptist.	2,455	Bristol	19,000	Meceata	8,36
ayette	*****	16,641	Rowan	1,298	St. Landry	18,541	Dukes	356	Menomines	6,27
loming,		8,000	Russell	2,482	St. Martin	6,884	Essex	15,293	Midland	5,15
loyd		441	Scott	9,299			Franklin	12,986	Missaukes	3,56
ranklin		4,704	Shelby	11,734	St. Mary	7,027	Hampdon	15,017	Monroe	17,61
fulton		5,417	Simpson	8,741	St. Tammany		Hampehire	19,552	Montcalm	12,02
Ballatin		1,087	Spencer	4,477	Tangipahea		Middlesex	31,206	Montmorency	87
Barrard		7,198	Taylor	4,526	Tensas		Nantucket	30		
			Todd	5,809	Terrebonne				Muskegen	8,06
Brant		4,758			Union	3,134	Norfolk	14,046	Newaygo	6,58
Braves		7,679	Tring	3,941	Vermillen		Plymouth	18,236	Oakland	13,03
Brayson		4,011	Trimble	2,888	Vernon		Suffolk	912	Oceana	7,48
areen		4,102	Union	6,370	Washington	5,558	Wercester	31,572	Ogemaw	2,40
Greenup		1,846	Warren	10,521	Webster	3,352			Ontonagen	1,79
Hanceck		2,180	Washington	7,449	West Baten Rauge	2,979	Total	191,422	Oaceola	4,26
Hardin		6,304	Wayns	3,143	West Carroll	6,558			Oscoda	73
farlan		218	Webster	3,294	Weet Feliciana	2,922			Oteogo	1,23
Harrison		8,162	Whitley	888	Winn	1,879	MICHIGAN		Ottawa	15,71
Hart		6,183	Wolfe	1,231			Alcona	1,842		
			Weedford	7,945	Total	371,105	Alger	1,186	Presque Isie	3,65
Honderson		7,948	-				Allegan	20,526	Rescommen	21
Henry		7,112	Total	807,108			Alpena	2,886	Saginaw	21,72
Hickman		4,354			MAINE		Antrim	3,683	St. Clair	13,71
Hopkine		3,277			Andrescoggin	5,781	Arenac	3,438	St. Joseph	9,40
Jackson		1,841	LOUISIAN	A	Aroostook		Baraga	1,006	Sanilac	24,58
offerson		8,512	Acadia	17,214	Cumberland	8,141	Barry	9,151	Schoolcraft	62
Joseamine		8,605	Alien	3,016	Franklin	2,885	Bay	12,978	Shiawassee	13,18
lohnson		838	Ascension	4,025	Hancok		Benzio	1,984	Tuecola	21,78
Kenton		2,621	Assumption	7,673	Kennebec	7,850			Van Buren	14,23
Knott		247	Avoyolies	9,263	Knox	4,895	Berrien	24,010		
			Beauregard	2,196	Lincoln		Branch	12,211	Washtenaw	16,45
		4 004	Blenville	2,836	Oxford	5,294	Calhoun	13,766	Wayne	8,43
Cnox		1,064	Bossier	7,220	Penobacot	11,622	Cass	8,675	Wexford	1,79
		4,387	Caddo	13,488			Charlevoix	2,439	-	
Laurel		2,720	Calcasieu	9,465	Piscataquis	2,683	Cheboygan	1,651	Total	663,03
Lawrence		1,519			Sagadahec		Chippewa	2,690	-	
Leelle		596	Caldwell	2,197	Somerset		Clare	2,816		
Leslie		296	Cameron	2,521	Waldo		Clinton	14,172	MINNESOT	A
Letcher		172	Gatahoula	3,896	Washington		Crawford	120	Altkin	5,90
Lewis		3,447	Claiborne	4,824	York				Anoka	6,13
Lincoln		6,718	Concordia	3,164			Delta	4,080	Becker	11,67
Livingston		2,620	De Soto	6,611	Total	141,535	Dickinson	1,505	Boltrami	4,01
			East Baton Rouge	3,473			Eaton	13,396	Benton	7,36
Logan		9,383	East Carroll	6,402			Emmet	2,802	Big Stone	7,95
Lyon		2,024	East Feliciana	3,355	MARYLAN	ID	Genesee	11,424	Blue Earth	25,96
McCracken	*****	2,929	Evangeline	10,647	Allegany	1,678	Gladwin	3,123	Brown	21,13
McGreary		220			Anne Arundel	-	Gogebic	902	Cariton	5,54
McLean	*****	3,315	Franklin	15,826	Baltimore		Grand Traverse	7,022	Carver	14,81
Madison		10,862	Grant	1,958	Galvert		Gratiot	16,813		
Magoffin		1,002	Iberia	8,015	Caroline		Hilledale	14,001	Cass	4,38
Viarion		6,620	Iberville	4,898	Carrell				Chippewa	17,48
Marehall		2,123	Jackson	723	Cecil		Haughton	3,611	Chiaago	8,81
Martin	*****	164	Jefferson	1,949	Charles		Huron	22,645	Clay	20,71
			Jeffersen Davis	15,261	Dorchester	8,355	Ingham	12,624	Clearwater	4,10
Mason		7,566	Lafayette	9,572	Frederick	23,578	lonia	12,850	Cook	
Meade		3,128	Lafourche	6,792			leece	1,809	Cottonwood	22,90
Monifee		834	La Sallo	633	Garrett	4,978	Iran	1,230	Crow Wing	3,80
Mercer		7,777			Harferd		isabella	10,119	Dakota	15,0
Metcalfe		3,781	Lincoln	2,050	Howard		Jackson	13,062	Dodge	14,4
Monroe		3,400	Livingoton	2,420	Kent		Kalamazoo	11,556		- 14-44
Montgomery		5,292	Madison	8,843	Mentgomery		Kalkaska		Douglas	13,00
Morgan		2,788	Morehouse	10,056	Prince Georges		Follows		Faribault	28.09
Muhlenberg		2,446	Natchitechee	8,008	Queen Annee		Kent	18,879	Filimore	22,71
Nelson		7,946	Orleans	942	St. Marys		Kewsenaw	70	Freeborn	29,21
				6.10	Jan Jan	91001				-4161

		FARM	aniari ma		FARM	THE REAL PROPERTY.	GRO	3. C. C. C. C.	Second Money		088	PRACTICAL	GRO	
TATE		OME	STATE		OME	STATE	CASH		STATE		FARM	STATE	CASH	
and	- Tall	Esti-	and	_	Esti-	and	_	Esti-	and	INC	Esti-	and .	INCO	E
OUNTY	JM	mates	COUNTY	SM	mates	COUNTY	SM	mates	COUNTY	SM	mates	COUNTY	SM	ma
	(in the	usands)	10000	(in tho	usands)		(in thou	sands)		(in tho			in thou	
oedhue		20,141	Amito		A 175	Tishamina		2 000	Cofeman		10.000	0.4		
rant		10,847	Amite		4,175 3,475	Tishomings		3,280 14,769	Lafayette		18,967 10,732	Carbon		7,4
ennepin		14,980	Benton		2,210	Union		5,447	Lewis		8,260	Cascade		12,1
ouston		12,230	Bolivar		31,732	Walthall		4,235	Lincoln		9,927	Chouteau		16,3
ubbard		2,998	Calhoun		5,018	Warren		2,608	Linn		10,107	Custer		8,6
anti	*****	6,752	Carroll		3,528	Washington		24,592	Livingston		9,283	Daniels		3,4
			Chickasaw		4,060	Wayne		1,834	McDonald		8,716	75.5		
10C1		3,313	Choctaw	******	1,319	Webster		2,618	0.000			Dawson	***	5,3
ckeon		27,633	-			Wilkinson		1,503	Macon		10,209	Deer Lodge		1,
anabec andiyohl		5,484 22,385	Cialborne		2,298	Winston		2,953	Madison		1,681	Fallon		3,
ittson		12,275	Clarke		1,845	Yalobusha		3,433	Marios		3,081	Forgue		15,
oochiching		1,993	Clay		2,921	Yazoo		10,521	Marion Mercer		9,100 6,746	Flathead		6,
c Qui Parle		19,103	Coahoma		25,888	18200		10,021	Miller		5,814	Garffeld		3,
ike		334	Copiah		4,961 2,581	Total		478,382	Mississippi		18,029	Glacier		4.
ke of the W		2,484	Do Soto		10,994				Moniteau		6,600	Golden Valley		2.
Sueur		14,124	Forrest		1,332				Monroe		10,336	Granite		1,
			Franklin		1,111	MISS	SOURI		Montgomery		6,872			.,
nceln		13,554	George		1,337	Adair		6,743	, , , , , , , , , , , , , , , , , , , ,			HIII		6,
on		22,812			.,	Andrew		12,013	Morgan		4,437	Jefferson		2
cLood		19,196	Greene		844	Atchison	*****	14,473	New Madrid		29,455	Judith Basin		7
ahnoman		3,966	Grenada		3,168	Audrain		12,845	Newton		8,156	Lake		6
arshall		15,780	Hancock		1,010	Barry		8,715	Nodaway		22,414	Lewis & Clark		4
artin		30,282	Harrison		1,454	Barton		7,578	Oregon		4,242	Liberty	***	4
eeker		18,077	Hinds		6,645	Bates		13,098	Osage	*****	5,957	Lincoln		
ille Lace		7,108	Holmes		9,068	Benton		5,609	Ozark		2,622	McCone		- 5
orrisen		11,795	Humphreys.		11,826	Bollinger		3,715	Pemlecet		27,400	Madison		6
ower	******	23,308	lesaquena		3,021	Boone	*****	9,204	Perry		7,967	Moagher	***	2
		23,408	Itawamba		4,376	Bushama		40 000	Pottis		13,501			
orray		14,946	Jackson		1,028	Buchanan		10,670			0.440	Mineral		
bles		26,318				Butler		6,465	Pholps		3,143	Missoula		2
rman		13,110	Jasper		2,804	Caldwell		8,305	Pike		12,109	Musseisheil		3
meted		19,161	Jefferson		1,933	Callaway		9,810	Platte		11,719	Park		
ter Tall		33,952	Jeff Davis		2,916	Camden		2,432 9,352	Polk		10,080	Petroleum		1
nningten		4,546	Jones		4,022	Carroll		14,307	Pulaski		2,705	Phillips		1
100		9,206	Kemper		2,278	Carter		603	Putnam		6,571 7,579	Pondera		1
pestone		15,854	Lafayette		3,790	Cass		13,944	Randolph		6,898	Powell		1
lk		29,271	Lamar		2,184	Codar		5,172	Ray		11,882	Prairie		1
			Lauderdale.	*******	2,678				Reynolds		1,349	***************************************		
00		12,116	Lawrence		2,006	Churiton		13,302	- Indiana in the		.,	Ravalil		1
msey	******	3,967	Leake	******	3,881	Christian		7,551	Ripley		2,298	Richland		1
d Lake	******	4,008				Clark		7,836	St. Charles		11,399	Roosevelt		1
dwood	*****	27,956	Lee		7,825	Clay		15,729	St. Clair		5,782	Rosebud		
nville	******	32,787	Leffore	******	21,782	Clinton		18,489	St. Francois		2,893	Sanders		
	******	16,537	Lincoln		2,982	Cole		5,537	St. Louis		11,808	Sheridan		
ck		17,977	Lowndes		5,694	Cooper		11,907	Ste. Genevieve	0	4,334	Silver Bow		
000U		9,512	Madison		6,837	Crawford		3,413	Saline		20,371	Stillwater		
Louis		8,174	Marion		3,430	Dade		6,800	Schuyler		4,232	Sweet Grass		
ott		10,836	Marehall		6,594	Dallas	*****	4,761	Scotland		7,722	Teton	****	1
anh.ur		8 000	Monroe		7,762			10	Scott		12,970			
erburne		5,299	Montgomery		2,040	Davises		10,412	-			Tools		
arns		20,338	Neshoba	******	4,122	De Kalb		9,944	Shannon		1,747	Treasure		
sele		16,010				Dent		2,614	Shelby		8,800	Valley		
evens		11,783	Newton		3,401	Douglas Dunklin		4,755	Steddard		20,404	Wheatland		
dft		18,065	Nexubee		8,702	Franklin	*****	11,115	Stone		4,253 8,451	Wibaux Yellowstone		1
dú		16,218	Oktibbeha.	******	4,345	Gasconade		3,903	Sullivan		2,482	Tonowatone	****	
2V0780		10,487	Panola		8,279	Gentry		10,044	Texas		6,251	Total		31
abasha		12,978	Pearl River.		5,468	Greene		13,932	Vernon		9,741	1040	****	-36
adena		5,167	Perry		1,014	Grundy		6,861	Warren		4,132	168.33		
			Pike		3,339	107,251			Washington		2,582	NEBR	ASKA	
A860A	******	14,008	Pontates		6,034	Harrison		12,817	100000			Adams		
ashington.		10,941	Prenties		5,368	Henry		10,102	Wayne		1,097	Antelope		. 1
atonwan		15,816	Quitman	******	14,415	Hickory		3,314	Webster		7,206	Arthur		
ilkin		11,965				Holt		10,011	Worth		5,278	Banner		
inona		14,157	Rankin	******	4,446	Howard	*****	8,553	Wright		5,552	Blaine		
right		21,725	Scott	******	4,369	Howell		4,813	190.05	-		Beene		1
llow Medic	cing	21,581	Sharkey	*******	5,555	Iron		1,435	Total		1,002,331	Box Butto		1
	-		Simpoon		3,939	Jackson	******	15,475				Boyd		
Total	******	1,244,887	Smith		5,066	Jasper		10,458	ES II			Brewn	****	
			Stone	*******	1,046	Jeffereen		5,320	MO	NTANA		Buffalo		1
-			Sunflower		36,123	1			Beaverhead		9,588	1000		
	SISSIPP		Tallahatohie		15,288	Johnson		14,918	Big Hern		11,388	Burt		1
dams		1,361	Tate		6,522	Клех		7,034	Blaine	******	9,005	Butler		1
		4,281	Tippah	*******	4,063	Laciode		5,990	Breadwater		4,067	Cass		1

STATE	CASH	FARM	CA	GROSS SH FARM NCOME	STATE	GROS GASH FA	ARM	STATE	GROSS CASH FAR INCOME	M	CASH	ROSS I FAR COME
and	6077	Eati-	and -	- Fint	and		Esti-	and				
OUNTY	(in thou	mates	COUNTY	mates thousands)	COUNTY		males	COUNTY	(in thousand	tes COUNTY	SM	D m
		-	(111	CHOMPHHOM)		(III FLIDDING	mas/		(mt sunmanio	2	(in the	usane
edar		21,468	Sieux		Warren	1	6,160	Montgomery				19,
hase		5,476	Stanton	14,440	1 6004			Nassau	12,1	#82 Durham	*******	4.
herry		19,423	Thayer		Total	33	4,836			Edgecombe.	******	23,
heyenne		18,235	Thomas					New York		Forsyth		6,
lay		9,012	Thurston	12,047				Niagara			******	15.
olfax		12,142	Valley	11,923		MEXICO		Oneida	27,4		*******	4,
uming	******	36,356	Washington		Bernalillo		3,720	Onondaga	19,0			4.
			Wayne	21,097	Catron		2,541	Ontario	16,1		******	
uster		23,191			Chaves		9,131	Orange	27,			13
akota		7,584	Webster		Colfax		6,916	Orleans	11,0		******	17
awee		8,572	Wheeler		Curry	1	3,888	Oswego				
awson		28,022	York	14,486	De Baca		3,998	Otaego				13
tuol		5,721	20.		Dona Ana	2	4,912	Putnam	2,			19
xon		13,611	Total	1,056,029	Eddy		4,948			Harnett		21
dge		19,326			Grant		2,902	Queens				3
uglas		20,105	1000		Guadalupe	******	3,729	Rensselaer		Henderson.		3
indy		6,316	NEVADA					Richmond	1,5	Hertford	*******	- 1
lmore	******	10,781	Churchill		Harding		3,478	Reckland		182 Hoke		
		- POU	Clark		Hidaige		3,748	St. Lawrence.			******	
anklin		6,273	Douglas		Lea		9,360	Saratoga	7,1	iredell		1
ontier		8,143	Elko	9,198	Lincoln		4,212	Schenectady	2,1			1
rnas		7,704	Earneralda	184	Los Alamos.			Schoharie	13,			
98		19,273	Eureka	1,176	Luna		5,144	Schuyler				3
rden		8,450	Humboldt		McKinley		2,316	Seneca				-
rfield		3,020	Lander		Mera		2,702			Lee		-
aper		5,389	Lincoln		Otero		2,863	Steuben	19,5			1
ant		3,758	Lyon		Quay		0,131	Suffolk			******	
eeley		6,246		0,000	Quay			Sullivan	10,1			-
all		16,481	Mineral	118	Rie Arriba		2,383	Tioga				
		10,401	Nye		Reservelt		5,918	Tompkins	9.3		*******	
militon		13,254	Ormsby		Sandovai		962					
		6,865	Pershing					Ulster	15,		*******	16
rlan					San Juan		3,768	Warren	1,			1
iyes		5,232	Storey		San Miguel .	******	5,425	Washington				
tchcock		5,971	Washee		Santa Fe		2,221	Wayne			*****	
dt		16,041	White Pine	2,471	Sierra		2,137	Weatchester	6,			1
ocker		1,048	127		Secorre		2,600			Moore		1
oward		8,292	Total	36,643	Taos		944	Wyaming			******	2
fferson		10,162			Terrance	*****	2,907	Yates	7.	100 New Haney	90	- 1
ihoson		7,516			530					Northampte	n	14
earney	*******	8,588	NEW HAMPS		Union	1	0,644	Total	818,	Onslow		7
			Belknap		Valencia		5,212			- Orange		
eith		12,078	Gurrell	1,630	100/15					Pamlico		-
eya Paha.		4,346	Chechire	4,804	Total	19	5,685			Pasquetank		-
imball		7,310	Gees	4,451				NORTH	CAROLINA			
nex	*******	18,387	Graften	7,172				Alamance	6,	964 Breaden		1
ancaster		18,736	Hillsborough		NE	W YORK		Alexander	2.	Pender		
ncoln		17,422	Marrimack		Albany		7,591	Alleghany		Perquimans		-
gan		2,332	Reckingham		Allegany		1,107	Anson		Person		
up		2,480	Strafford		Bronx		176	Ashe		P101		3
cPherson.		1,947	Sullivan		Broome		1,525	Avery		PUIK		
adison		14,564		-,	Cattaraugus.		7,686	Beaufort		rea Handoign		
		14,004	Total	66,717	Gayuga		9,339	Bertie	14,	Hichmone.		-
ierrick		12,270			Chautauqua.			Blades	14,	PER PRODUCTION		3
orriil		10,974					2,926	Bladen		164 Reckingham		1
Ance			DEW TEN	EV	Chemung		6,840	Brunswick		822 Rowan		1
		7,588	NEW JERS		Chenange		1,237					
emaha		9,759	Atlantic		Clinton	1	2,204	Buncomb		Rutherford		
		9,654	Bergen				-	Burke		Comment		2
100	******	15,788	Burlington		Columbia	-	3,627	Cabarrus		O. Hand		
wnee	******	6,758	Camden	0,390	Certiand		3,143	Caldwell		Scotland		
rkins	******	8,290	Cape May	3,369	Delaware	2	9,496	Camden	2,	Stanly		
tolps	******	10,938	Gumberland		Dutchess	1	8,983	Carteret		Stokes		1
erce,	******	13,230	Essex		Erie	2	5,141	Caswell		351 Surry		1
			Gloucester	. 22,616	Essex		4,431	Catawba	4.	751 Swain		
atte	territia.	16,114	Hudson	9,314	Franklin		1,381	Chatham		348 Transylvani		
Mt		11,132	Hunterden	24,888	Fulton		3,156	Cherakee		078 Tyrrell		
dwillow	******	7,285			Genesee	1	4,548		-	Union		1
chardeen.		15,639	Mercer	13,294	Greene		7,425	Chowan	4	163		
ek		4,406	Middlesex	10,581				Clay		058 Vance		
	*******	12,048	Monmouth	40,127	Hamilton		81	Cleveland		482 Wake		2
νру		14,361	Morris	11,384	Herkimer		4,522	Columbus		437 Warren		
unders		18,528	Ocean	19,823								
notice Physics			Ocean		Jeffersen		2,149	Craven	9.			
cotts Bluff		34,364	Passaic		Kings		857	Cumberland.	8,	978 Watauga		4
oward		14,206	Salem	. 20,311	Lowis		2,844	Currituck		116 Wayne		2
		**	Somerset	11,460	Livingeton		6,767	Dare		32 Wilkes		
heridan	describe.	14,673	Sussex	18,024	Madison	1	19,185	Davidson		217 Wilson		2
	*****	6,001	Union	6,351	Monroe		1,545	Davie		198 Yadkin		

STATE	GROSS GASH FARM INCOME	STATE	GROSS CASH FARM INCOME		GROSS ASH FARM INCOME	STATE	GROSS CASH FARM INCOME	CAS	BROSS SH FARI NCOME
and	SXI Esti-	and	OND Esti-	and	Esti-	and	CAD Esti-	and COUNTY	TO Est
OUNTY	(in thousands)	COUNTY	(in thousands)	000111	thousands)	COUNTY	(in thousands)	0001411	housand
ancey	2,283	Brown		Summit	6,679	Okfuskee		Allegheny	
Total	878,405	Butler		Trumbull	9,375	Oklahoma Okmulgee	3,741	Armstrong	8,2
		Champaign	18,107	Union	. 14,615	Osage		Bedford	10,0
NORTH	DAKOTA	Clark		Van Wert	15,012	Ottawa Pawnee		Blair	
dams		Clerment		Vinton		Payne		Bradford	
ernes		Clinton	16,956	Warren	13,064			Bucks	32,
inson		Columbiana.		Washington		Pittsburgh		Butler	12.
Mings		Coshocton		Wayne		Pontotoc			
ottineau		Crawford Cuyahoga		Williams		Pottawatemie.		Cambria	
wman		Darke		Wood		Pushmataha Roger Milis		Cameron	
rleigh		Defiance		wyanuot	13,701	Rogers		Carbon	
188	28,523			Total	1,036,303	Seminole		Centre	43
valler	12,289	Delaware	12,995			Sequoyah		Clarion	
		Erio				Stephens	5,008	Clearfield	
ickey		Fairfield		OKLAHO		Texas	23,171	Clinton	
ivide		Fayette				Tillian	17 896	Columbia	
unn						Tillman		Grawford	14
ldy						Wagoner			
ster						Washington		Cumberland	
olden Valley						Washita		Dauphin	
rand Forks						Woods		Delaware	
rant	5,690	1000		Caddo		Woodward	8,927	Erie	
riggs	5,58	Hamilton						Fayette	
		Hancock	19,146		2.947	Total	587,284	Forest	
ettinger					0.000			Franklin	
Maure						OF	REGON	Fulton	
дал						Baker		Greene	
cHenry						Benton			
cintosh						Clackamas		Huntingdon	. 1
Kenzie	8,76	Huron	13,405	Comanche	6,655	Clatsop	2,677	Indiana	. 1
icLean	13,96	Jackson	2,865	Cotton	6,478	Columbia	5,653	Jefferson	
Aercer				Craig		Coos		Juniata	
Morton	9,08					Crook		Lackawanna	
Sountrail	10.17	Knex			11,036	Curry		Lancaster	
elson					3,402	Deschutes Douglas		Lawrence	
liver						Douglas		Lehigh	
embina						Gilliam	7,064	Luzerne	
leres						Grant			
amsey	9,17	Lucas	12,490	Garvin	6,409	Harney	5,798	Lycaming	
lansom						Hood River		McKean	
enville			9,236			Jackson		Mercer	
ichland			10.00	Greer	8,768	Jefferson		Mifflin	
lolette	5,36	Marion				Josephine	5,191	Monroe	
argent	7,48				10,514	Klamath		Montgomery	
heridan					2,753	Lane		Montour	
loux		Miami	17,93					Northampton	
lope		Monroe	4,28	Jackson	13,825	Lincoln		_	
tark	7,81			2 Jefferson	6,634	Linn		Perry	
toule						Malheur		Philadelphia	
tutsman					12,970	Marion		Pike	
owner			8,64	MI	40 400	Morrow		Potter	
Valsh	13,95		3,83	2 Latimer		Multnomah Polk		Schuylkill	
	21,00	Ottawa				Sherman	7,427	Snyder	4
Yard	17,03					Tillamook		Somerest	
/ells				B Lincoln	4,543	Umatilia	27,607	Sullivan	
/illiams	10,18						19.3	Susquehanna	
Total		Piks				Union		Union	
Total	475,49					Wallowa		Comen.	
		Putnam			3,300 4,141	Wasto Washington.	8,043	Venango	
	оню	Richland	9,59			Wheeler		Warren	
dams				Marshall		Yamhill		Washington	
llen			13,77					Wayne	
ahland	9,30					Total	375,113	Westmoreland	. 1
Ashtabula	13,34	Scioto	4,93	9				Wyoming	
	4,00						ISYLVANIA	York	1
lahens luglaize	16,11	Shalby	14,82		7,191				

STATE	GROSS CASH FAI INCOME	RM	STATE	GROSS CASH FARM INCOME	CASI	HOSS H FARM COME	CASE	FARM OME	CASH	ROSS I FAR
and		ati-	and	Full	and	- Fall	and	m East	and	- Est
OUNTY		esise	COUNTY	SAD males	COUNTY	mates	COUNTY	mates	COUNTY	ma
1	(in thousan			(in thousands)		ousands)		eusands)	(in the	
RHODE	ISLAND		Charles Mix	12,225	Carter	1,552	Shelby	15,051	Cooks	8.3
riotol		,713	Clark		Our tot	1,000	Smith	5,973	Coryell	8,1
ont		,371	Clay		Cheatham	2,521				
owport	4	,823	Godington		Chester	2,620	Stewart	1,916	Cottle	9,5
rovidence	10	.877	Corson		Claiborne	4,225	Sullivan	4,970	Crane	1
ashington		.878	Custer		Clay	1,656	Sumner	9,437	Crockett	5,3
	-	-	Davison	5,919	Cocke	3,416	Tipton	11,701	Crosby	17,
Total	24	,482	Day		Coffee	3,659	Trouedals	2,186	Culberson	1,
		_	Deuel	10,237	Crockett	9,815	Unicol	582	Dallam	9,
			Dewey	3,976	Cumberland	1,420	Union	1,416	Dallas	11,
SOUTH CA	AROLINA	00			Davidson	6,982	Van Buren	397	Dawson	28,
beville		,353	Douglas		Decatur	1,618	Warren	3,277	Deaf Smith	15,
ken	6	,631	Edmunds	6,345			Washington	6,139	Delta	8,
lendale		.579	Fall River	4,461	De Kalb	2,573			1	
derson	9	478	Faulk	7,218	Dickson	2,918	Wayne	1,656	Denton	11,
mberg	3	1,144	Grant	10,933	Dyer	13,007	Weakisy	8,944	De Witt	8,
rnwell		,569	Gregory		Fayette	8,424	White	2,717	Dickene	8
aufort		,217	Haakon	6,323	Fentress	916	Williamson	8,357	Dimmit	4
rkeley		,438	Hamlin		Franklin	5,702	Wilson	7,884	Donlevy	9
lhoun	5	,241	Hand	10,968	Gibson	16,080	-	-	Duval	4
arieston		,496	Hanson		Giles	8,748	Total	431,968	Eastland	5
		-			Grainger	3,048			Ector	
erokee		,092	Harding	8,701	Greens	10,486	144		Edwards	3
eeter		,645	Hughes	3,005			TEXAS		Ellia	22
eeterfield		,278	Hutchineen	12,210	Grundy	793	Anderson	4,793		
arenden	10	0,030	Hyde		Hambien	3,179	Andrews	1,014	El Paso	22
illeton		1,803	Jackson		Hamilton	3,287	Angelina	1,678	Erath	8
rlington		3,073	Jerauld		Hancock	2,225	Arkaneae	429	Falls	12
llon		3,650	Jones		Hardeman	5,239	Archer	8,668	Fannin	12
orchester		3,019	Kingsbury		Hardin	3,049	Armstrong	7,828	Fayette	9
igefield		3,884	Lake		Hawkins	4,926	Atascosa	8,405	Fisher	10
irfloid	2	2,204	Lawrence		Haywood	10,091	Austin	6,413	Floyd	20
					Henderson	4,136	Bailey	12,030	Foard	5
larance	22	2,343	Lincoln	20,355	Henry	5,489	Bandera	1,574	Fort Bend	14
eorgetewn		2,728	Lyman					1.00	Franklin	2
reenville		5,680	McCook		Hickman	2,383	Bastrop	4,731		
reenwood		2,355	McPhersen		Houston	633	Bayler	7,509	Freestone	3
ampton		2,906	Marshall		Humphreys	1,499	Bee	5,611	Frio	8
orry		5,799	Meade	11,037	Jackson	3,029	Bell	12,010	Gaines	4
		1,072	Mollette	4,593	Jefferson	4,718	Bexar	12,880	Galveston	3
ershaw		4,817	Miner	7,215	Johnson	2,647	Blance	2,323	Garza	- 4
ancaster	1	2,920	Minnehaha	31,006	Knex	6,318	Borden	2,965	Gillespie	4
aurens		6,069	Meedy		Lake	8,040	Beeque	5,852	Glasscock	2
					Lauderdale	11,510	Bowle	4,535	Goliad	1
	1	8,006	Pennington	7,482	Lawrence	5,241	Brazoria	11,050	Genzales	10
exington		4,943	Perkina	7,982					Gray	
Cormick		1,188	Potter		Lewis	413	Brazos	6,807		
larion		0,001	Roberts		Lincoln	9,725	Brewster	4,200	Grayson	11
faribers		9,084	Sanborn		Loudon		Briscos	7,672	Gregg	1
lewberry		4,707	Shannen		McMinn	3,669	Brooks	2,391	Grimes	1
conee		3,051	Spink		McNairy		Brown	6,424	Guadalupe	7
rangeburg		6,316	Stanley		Macon		Buriesen	6,776	Hale	3
lokens		2,581	Sully		Madison		Burnet	4,074	Hall	10
lichland		4,856	Todd		Marion		Caldwell	6,679	Hamilton	-
					Marshall		Calhoum	4,166	Haneford	1
aluda		5,058	Tripp	11,584	Maury		Callaham	4,884	Hardeman	1
partanburg		10,383	Turner						Hardin	
umter		10,063	Union		Moigs	1,234	Gameron	47,303		
Inion		2,124	Walworth		Monroo	3,993	Gamp	1,552	Harris	1
Villiamsburg		13,108	Washabaugh		Montgomery		Carson	8,340	Harrison	
ork		8,588	Yankton		Moore		Case	2,793	Hartley	
			Ziebach		Morgan		Castro	16,678	Haskell	19
Total	30	01,420			Obion		Chambers	5,880	Hays	1
			Total	503,527	Overton	1000000	Cherekee	5,675	Hemphill	
					Perry		Childress	9,831	Henderson	
SOUTH	DAKOTA				Pickett		Glay	7,047	Hidalgo	
Aurera		6,663	TENA	ESSEE	Polk		Cochran		Hill	1
leadle		12,159	Anderson					10000	Hockley	2
Bonnett		5,568	Bedford	5,899	Putnam	2,840	Coke	2,876	The state of the s	
Den Homme		10,006	Benton		Rhea		Coleman		Hood	
Brookings		17,520	Bledsee	1,572	Reans		Cellin		Hopkins	
lrown		19,335	Blount		Robertson		Collingsworth		Houston	
Brulo		8,944	Bradley		Rutherford		Celorade		Howard	
Duffalo	******	3,006	Campbell	1,328	Scott		Gomai		Hudepoth	
Butto		9,074	Cannon		Sequatchie		Comanche		Hunt	
Dampbell		4,148	Carrell		Sevier		Concho		Hutchinson	
		.,		01141		2,004		3,102		_

See explanation of "Gross Dollars from Farming," page 79

STATE	CASH	FARM OME	STATE	GROSS CASH FARM INCOME	STATE	GROSS ASH FARM INCOME	STATE	GROSS CASH FARM INCOME	CA	GROSS SH FARM NCOME
and	-	Esti-	and		and .	P-AL	and	Eatl.		
COUNTY	(in the	matea usando)	COUNTY	(in thousands)		mates n thousands)	COUNTY	(in thousands)	COUNTY	mati
rien		2,708	Pelk	1,612	Zapata	1,318	Brunswick	7,027	Reanake	3,80
lack		4,573	Potter	4,760			Buchanan	474	Reckbridge	
lackson		7,550	Presidio				Buckingham	2,191	Reckingham	
			Rains	1,810	Total	1,982,517	Campbell		Russell	
asper		1,759			-		Caroline		Scott	
leff Davis		3,964	Randall				Carrell		Shenandoah	
ilm Hogg		7,806 2,220	Reagan				Charlotte		Smyth	
ilm Wells		7,772	Real		Barr Midae		Charles City	1,021	Southampton	
ohneen		7,847	Red River		O he				Spotsylvania	
ones		14,711	Reeves		Outhor		Chesterfield		Stafford	1,00
Carnes		7,788	Roberts			271	Clarke		Surry	4,00
Caufman		9,879	Rebertson		D		Culpeper		Sussex	
(endall		1,993	Rockwall			4,110	Cumberland		Tazeweil	
			Flunnole		P.com.		Dickenson		Warren	
Genedy		886			Garffeld	1,580	Dinwiddie	5,572	Washington	
(ent	******	3,339	Rusk	4,418	Grand	505	Essex		Westmereland	
(err		2,676	Sabine	718			Fairfax		Wise	
Cimble		3,009	San Augustine		Iron		Fauquier	10,038	Wythe	4,50
ling		2,026	San Jacinto		Juan			131000	York	
innsy		2,822	San Patricle		Kane		Floyd	3,210		
Geberg		6,967	San Saba		Millard		Fluvanna		Total	439,2
nox		14,052	Schleicher		Morgan		Franklin			
amar		9,830	Scurry		Pluto		Frederick	8,278		
amb		26,970	Shackelford		Hich		Giles		WASHINGT	
			Shelby		Salt Lake		Gloucester		Adams	
ampaeas		3,558			San Juan		Goochland		Aaotin	
a Salle		4,645		44 994	Sanpete	11,321	Grayson		Bentsn	13,63
AVACR		8,292	Sherman				Greene		Chelan	
00		3,742					Greensville		Cialiam	
een		3,512	Somervell						Clark	13,48
imestone	******	4,678	Starr				Hallfax	13,484	Columbia	
.ipacomb	******	9,251 8,426	Sterling				Hanover		Cowlitz	4,50
ive Oak	******	6,242	Stonewall		The second secon		Henrica		Douglas	
Jane		3,789	Sutton				Henry		Ferry	1,09
*********	******	4,700	Swiaher				Highland		Parabilla	
oving		167	Tarrant				Isle of Wight		Franklin	
ubbeck		39,777	***************************************		***************************************	7,040	James City			
ynn		26,567			Total	140,901	King and Quee		Grant	
AcGulloch		8,398	Tayler			140,001	King George		Island	
AcLonnan		17,997	Terrell				King William		Jefferson	
AcMullen		1,728	Terry			ONT			King	
Aadison		2,491	Throckmarton			11,702	Lancaster	856	Kitsap	
Aarion		756	Titus		Rennington	3,192	Lee		Kittitas	14,38
Martin		10,781	Tem Green Travis		Caledonia		Loudoum		Klickitat	8,80
Mason	******	6,051	Trinity			9,669	Louisa			
					E886X		Lunenburg	5,380	Lewis	12,56
Antagerda		11,601	Upshur		Prankiin	12,648	Madison		Lincoln	
Maverick		6,558	Openial	2,360	Grand Isle	1,937	Mathews	470	Mason	1,00
Medina		6,707			Lamoille		Mecklenburg.	11,339	Okanogan	22,13
Menard	******	3,508	Upten			7,441	Middlesex		Pacific	2,0
Aidland	******	7,180	Uvalde			11,006	Montgomery	3,303	Pend Oreille	1,5
Allam	******	9,399	Val Verde						Pierce	
fills		3,951	Van Zandt				Naneemend	8,337	San Juan	1,1
Aitchell	******	8,502	Victoria				Nelson		Skagit	17,8
Montague		3,896	Waiker				New Kent	836	Skamania	- 71
Aontgomery .		1,784	Wailer			8,163	Newport News		and diverse and	
Apore		0.449	Ward	1,710		404 000	Norfolk		Snahomish	
Aorria		8,443 1,087	Washington			101,080	Northampten	10,511	Spokane	
lotiey		8,886	Webb	6,131	III I I I I I I I I I I I I I I I I I		Northumberian		Stevens	
acogdoches		4,905			VIRGII	MIA	Nottoway		Thurston	
avarro		15,279	Wharten	20,290			Orange		Wahkiakum	
ewton		875	Wheeler			5,720	Page		Wahkiakum	1,8
olan		6,788	Wichita		Alleghany	652			Walia Walia Whatcom	28,30
ueces		22,884	Wilbarger	13,910	Amelia	3,416	Patrick	3,339		
chiltres		13,272	Willacy	20,483	Ambarat	2,215	Pittsylvania		Whitman	
Oldham	******	4,989	Williameon		Annomattay	2,214	Powhaian			
		.,	Wilson		Arlington		Prince Edward		Tetal	
Drange	******	1,580	Winkler		Assessés		Prince George		10001	410,0
alo Pinta		3,415	Wise		Rath		Princess Anne.		THE RESERVED IN	
anola		3,191	Wood	2,650	Bedford		Prince William		WEST VIRG	INIA
arker		7,330				-1	Pulaski		Barbour	
armer		12,142	Yeakum	2,781	Bland	1,739	Rappahanneck.		Berkeley	6,0
	******	5,827	Young				Richmond		Beone	0,01

€ SM, 1955.

See explanation of "Gross Dollars from Farming," page 79

STATE and COUNTY		RM E lati- nates	STATE IN and COUNTY	H FARM ICOME Eati- mates housands)	STATE INC	FARM COME D Esti- mates ousands)	STATE INC	FARM DOME DESTI- mates meanufs)	STATE IN COUNTY	H FARM COME Esti- mater cousands)
Braxton		,021	Pendicton	6,695	Calumet	13,445	Marquette	4,679	Winnebage	14,94
Brooke		814	Pleasants	880	Chippewa	16,678	Milwaukee	8,416	Wood	11,510
Cabell		,834	Pecahentas	2,380	Clark	22,608				
Calhoun		958	Preston	2,710					Total	981,588
Clay		408	Putnam	1,822			Monroo	14,673		
Doddridge	1	,198	1924		Columbia	23,722	Oconto	12,473		
Fayette	*****	717	. 19.3		Crawford	10,046	Oneida	2,511	WYOMING	
			Raleigh	967	Dane	48,729	Outagamio	22,279	Albany	4,825
			flandolph	2,182	Dedge	36,366	Ozaukee	8,799	Big Horn	7,561
Gilmer		,268	Flitchie	343	Door	9,827	Pepin	4,655	Campbell	6,37
Grant		,925	Reans	3,000	Douglas	3,604	Piorco	14,193	Carbon	8,329
Greenbrier		,749	Summers	1,108	Dunn	17,440	Polk	16,147	Converse	4,310
Hampshire		,475	Taylor		Eau Claire	8,526	Portago	10,012	Crook	5,270
Hancock		504	Tucker		Florence	832	Prica	5,004	Frement	7,531
Hardy		1,641	Tyler	1,167	Fond Du Lac	29,444			Geehen	15,293
Harrison		,146	Upshur	1,744					Hot Springs	2,416
Jackson		1,046	Wayne	1,860			Racing	15,016	Johnson	4,350
Jefferson		,207			Forest	1,371	Richland	13,947		
Kanawha	1	,960			Grant	31,077	Rock	29.025	Laramie	9,138
			Webster	342	Green	23,968	Rusk	7.741	Lincoln	4,964
transfer.			Wetzel	1,257	Green Lake	9.546	St. Croix	17,099	Natrona	4,509
Lowis		2,575	Wirt	962	lowa	19,564	Sauk	19,329	Niobrara	3,794
		,225	Wood	2,713	fron	- 849	Sawyer	2,079	Park	7,416
McDowell		292 146	Wyoming	263	Jackson	8,989	Shawano	18,726	Platte	7,801
					Jefferson	21,336	Sheboygan	20,204	Sheridan	7,131
Marion		,356	Total	118,369	Juneau	6.571	Taylor	10.312	Sublette	3,427
Marshall		3,081			Kenseha	11,100			Sweetwater	1,888
Mason		1,500							Teton	1,163
Mercer	******	,884			CT		Trempealeau	15,124		
Mineral		,720	WISCONS	N	Kewaunee	10,263	Vernen	19,932	Uinta	2,800
Minga		111	Adams	2.946	La Crosse	10,142	Vilas	488	Washakin	4,096
			Ashland	2,326	Lafayette	21,959	Walworth	22,970	Weston	2,487
Monongalia	1	2.259	Barron	20,397	Langlade	9368.	Washburn	3.826	Yellowstone	-,
Monroe		3,582	Bayfield	4.074	Lincoln	6,069	Washington	18,217	National Park	
Morgan		.479	Brown	17,099	Manitowoc	20,131	Waukosha	21,231		
Nicholas		.923	Buffalo	11,582	Marathon	29.844	Waupaca	16,687	Total	126,33
Ohlo		2.319	Burnett	4.307	Marinette	8.049	Waushara	7.795	U.S. Grand Total 2	

It's the SURVEY

It may be General Electric Company . . . Foote, Cone & Belding . . . the United Cerebral Palsy Associations . . . the UAW-CIO . . . the Traveling Library & Extension Dept. of the State of Wisconsin . . . the Board of Governors of the Federal Reserve System . . . a citizens' "watchdog" committee on state expenditures . . . the N. Y. Regional Planning Committee . . . or the N. J. Education Association . . .

Wherever reliable local data on population, income, sales are needed to launch a project or determine a course of action—it's the SURVEY.



In this section, the editors of Sales Management, in response to many requests, focus attention on the differential rates of growth affecting all the counties of the nation. Analysis of growth rates provides valuable insights into the dynamics of economic change which should supplement any consideration of the relationships among counties based on the economic magnitudes of any given time period.

For example, sales managers will, on the basis of such standard indicators as population, sales, income or combinations thereof, decide that County A has three times the potential of County B, and the sales quotas may reflect that relationship. Yet the ease with which these potentials may be realized will frequently reflect the fact that in an area enjoying boom conditions, with rapidly rising population and sales trends, sales quotas are fairly easily met and even over-fulfilled. On the other hand, areas with lagging growth trends may offer greater sales difficulties.

However, this fact should not be over-emphasized. By and large, the bulk of consumer demand is concentrated in the large established urban and metropolitan areas of the country, whose growth trends, of necessity, are closely geared to the national averages. More often than not, counties displaying abnormally high growth

rates will reflect genuine local boom conditions, but confined to relatively small areas. Therefore, the estimates below should be used with caution, as essentially concerned with but a single, and frequently limited, aspect of the quality of markets.

The index of population is based on the April 1950 Census figure; the index of retail sales is based on the 1948 Census benchmark figure. It will be noted that there is usually some rough correspondence between the sales and population growth, in that counties with above-average gains in population generally enjoy above-average gains in sales. To evaluate the significance of the indexes it should be borne in mind that the corresponding U.S. Index of Population Growth is 107.2, while the U.S. Index of Retail Sales Gain is 130.3.

Closely related to the indexes of growth, and therefore included in this section, are estimates for each county of the average annual change in the number of occupied dwelling units since 1950. The period extending from April, 1950, to Jan. 1, 1955, is one which coincides with one of the greatest residential construction booms in history. Over this period we estimate the average annual rate of household formation to be somewhat over one million (1,002,580).

One immediate result of presenting

such average annual gains for each county is to highlight the fact that the bulk of the gains in household formation are concentrated in the large urban and suburban counties. Another interesting fact is that in many rural counties of the nation, household formation over the past five years has been negative, with the rate of abandonment and household shrinkage not quite offset by new construction. (Figures in italics indicate negative changes.)

We also present estimates of sales by county of lumber, building materials and hardware dealers. Such sales are far more closely related to the maintenance of existing dwelling units than to new construction, and for that reason, perhaps, the two sets of estimates form a vivid contrast. Thus, for example, Los Angeles accounted for 7.98% of the average annual gain in occupied dwelling units, but only 3.03% of total retail sales of lumber, building materials and hardware in 1954.

The smaller cities, as compared with the metropolitan areas, rate very high in lumber-building-hardware sales. Nation-wide the metropolitan areas account for roughly half of the sales, whereas in the majority of other store types the percentage is closer to seventy.

STATE AND COUNTY	Popula- tion 1/1/1958 (April 1950 =100)	Retail Sales 1984 (1948 -100)	STATE AND COUNTY	Popula- tion 1/1/1905 (April 1960 =100)	Retail Sales 1954 (1948 =100)	STATE AND COUNTY	Popula- tion 1/1/1955 (April 1950 =100)	Retail Sales 1954 (1948 -100)	STATE AND COUNTY	Popula- tion 1/1/1955 (April 1950 ==100)	Retail Sales 1964 (1948 100)	STATE AND COUNTY	Popula- tion 1/1/1955 (April 1990 =100)	Retai Sales 1954 (1948
ALABAMA			ARIZONA			Newton		96.0	San Mateo	140.1	160.1	Pitkin	87.2	189.
Autauga	94.8	111.4	Apache	114.1	133.7	Ouachita	100.5	146.3	Santa Barbara	108.0	125.3	Prowers	113.2	101.
Baldwin	107.0	146.1	Cochise	113.6	128.5	Perry	85.3	99.3	Senta Ciera	131.9	152.8		100	
Bibb	93.8	97.4	Ceconine		128.3	Phillips	102.4	121.1	Santa Cruz	100.1	120.1	Pueble	113.3	135.
Diount		100.0	Gila		106.9	Pike	93.7 93.8	113.0	Shaeta	123.0	140.5	Rio Biance	127.1	119.
Dullock	95.0	92.3	Greenice	125.7	123.8	Polk		108.2	Sierra	116.1	82.1 114.2	Rie Grande		108.
Butler	94.7	107.7	Maricapa		160.5	Pope		118.0	Selano		144.8	Saguache		105.
Calhoun	100.3	147.4	Mehave	97.5	91.6	Prairie		121.7	Sonoma	120.6	132.3	San Juan		77.
Chambers	95.8	115.3	Navajo	112.7	162.0	Pulaski	110.0	130.3	Staniolaus	116.0	129.4	San Miguel		122.
Cherokes	81.8	118.0	Pima	149.0	156.0	100			V. 100	1		Sedgwick		114.
00.000		***				Randelph	90.2	104.9	Sutter	113.9	150.0	Summit	105.7	134.
Chilton	95.8	100.9	Pinal	132.2	191.1	St. Francis	98.5	110.2	Tehama	111.5	128.3	Toller	78.2	102.
Clarke	96.0	92.3 128.2	Santa Cruz Yavasal	101.6	126.1 107.0	Saline	111.6	142.5	Trinity	125.8	138.1			
Clay	81.8	117.9	Yuma	139.8	183.4	Searcy	96.8	107.5	Tulare	102.1	117.7	Washington	105.0	130.
Cieburne	96.7	142.3			100.4	Sehastian		125.4	Ventura		104.7	Weld Yuma	104.4	121.
Coffee	0.0	121.8	Total Counties	133.2	152.9	Sevier	91.1	108.1	Yolo	127.7	154.5		99.7	110.
Colbert	103.8	136.5				Sharp	90.0	112.2	Yuba	133.9	127.0	Total Counties	112.7	132.
Conecul	93.2	107.0				Stone	91.3	128.0						
Cocca	92.6	100.0	ABWANIST			Union	100,2	121.7	Total Counties	121.0	140.5	15.3 W	1	
Covington	95.6	110.2	ARKANSAS			123321111						CONNECTICUT		
Orenehaw	98.4	112.8	Arkaneas	99.7	128.5 129.7	Van Buren Washington	106.4	147.1	001 02120			Fairfield	111.8	130.8
Gullman	98.4	123.7	Baxter	95.0	122.0	White	98.0	128.5 118.9	COLORADO Adams	100.0	***	Hartford	111.9	142.4
Daie	94.1	123.1	Benten	99.0	125.4	Woodruff	91.7	117.0	Alamoea	130.9	175.8	Litchfield Middleeex	108.7	140.6
Dallas	99.7	118.6	Beene	97.1	120.4	Yell	87.5	102.6	Arapahoe	129.5	182.3	New Haven	100.9	137.4
De Kalb	90.0	125.7	Bradley	95.0	108.0				Archuleta	89.1	116.0	New London		127.7
Elmere	95.1	118.0	Calhoun	85.5	119.2	Total Counties	99.0	123.6	Baca	108.7	91.9	Totiand	120.1	130.8
Eocambia	98.2	138.4	Carrell	94.3	137.2				Bent	100.2	96.9	Windham	108.6	134.0
Etowah	109.5	124.3	Chicot	90.5	113.1				Boulder	109.9	136.7			
Fayette	94.3	121.7	Glark	94.3	122.4				Chaffee	96.2	121.2	Total Counties.	110.6	134.8
Franklin	96.0	135.2	Play	94.4	114.0	CALIFORNIA	*** 4	100 4	Cheyenne	98,4	100.5			
Geneva	93.0	128.9	Clay	89.6	114.2	Alameda	114.4	129.5 153.0	Glear Greek	100.4	122.5	DEL AWARE		
Greene	91.6	108.2	Cleveland	91.5	104.9	Amader	100.5	88.2	Consjes	102.2	100.8	DELAWARE	115.1	134.2
Halo	94.0	121.1	Columbia	95.9	119.2	Butto	100.3	119.0	Gostilla		106.2	Kent New Castle	115.0	135.4
Henry	92.6	105.1	Conway	81.5	116.4	Calaveras	107.0	112.8	Crowley	103.4	109.0	Suecex	115.4	135.4
Houston	98.4	139.7	Craighead	100.7	116.4	Colusa	108.1	125.9	Custer	95.3	109.4			
lacksen	94.8	132.0	Crawford	95.4	111.8	Contra Costa	121.8	154.5	Delta	103.6	106.0	Total Counties	115.1	135.3
lefferson	108.5	132.0	Crittenden	107.6	130.9	Dal Norte	186.9	195.0	Denver	116.2	137.1	The same of		
amar	91.2	100.9	Cross	95.7	117.4	Eldorado	112.9	126.7	Dolores	106.8	131.6	L. Sansak, J.		
Lawrence	103.7	128.2	Dallas	92.8	119.8	Freene	111.4	128.8	Douglas	99.8	135.4	DISTRICT OF		
am one	01.0	110.0	Desha	94.6	124.6	Glenn	111.3	135.0	Eagle	98.0	105.5	COLUMBIA		
Leo	107.6	116.0	Drow	95.7	108.7	Humboldt	129.6	147.6	Elbert	98.0	103.1	District of Golumbia	108.5	124.2
Limestens	98.1	135.2	Faulkner	95.3	120.5	Imperial	100.5	131.6	El Pase	125.8	148.5	Votamina	100.0	124.2
Lowndes	91.0	114.8	Franklin	89.0	128.1	Inyo	116.8	136.5	Frement	100.7	115.7	Total Counties	108.5	124.2
Macon	102.4	101.3	Fulton	92.5	133.5	Kern	110.6	127.4	Garffeld	104.9	114.6		-	
Madison	103.9	134.5	Garland	102.1	129.7	Kings	108.8	112.0	Gilpin	94.1	138.1	100	-	
Marengo	94.6	118.6	Grant	93.0	113.4	Lake	115.8	124.9	Grand	93.3	122.0	FLORIDA		
Marien	97.5	128.8	Greene	95.0	120.2	Lassen	124.5	102.5	Gunnison	103.2	110.4	Alachu	118.1	134.3
Mobile	115.7	135.2	Hempstead	100.1	108.6	Los Angeles	121.4	145.8	Hinedale	76.0	118.2	Baker	106.1	114.4
Monroe	92.4	130.7	Hot Spring	100.1	138.4	Madera	110.1	128.5	Huerfane	95.7	94.1	Bay	153.2	174.6
			Howard	88.1	101.8	Marin	124.9	140.7	Jackson	98.1	140.3	Bradford	121.3	137.2
Mentgomery	100.0	132.0	Independence	94.5	121.7	Maripeea	108.8	107.2	201101001	131.6	110.7	Broward	176.6	197.4
Morgan	101.0	128.1	lzard	91.4	128.8	Mendecine	125.3	146.9	Klowa	99.9	100.8	Calheun	109.8	118.0
Porry	91.9	107.6	Jackson	101.5	129.2	Merced	114.3	123.2	Kit Karson	108.1	106.5	Charlotte	111.9	127.0
Pickens	83.2	123.0	Jefferson	104.3	129.2	Modec	118.7	100.5	Lake	95.9	122.0	Citrus	101.4	125.4
Pike	96.4	110.2	Johnson	95.3	116.0	Mono	118.2	134.0	La Plata	103.4	130.4	Clay	138.9	184.3
Randelph	83.2	108.2	Lafayette	96.1	113.0	Monterey	131.6	134.7	Larimer	108.8	126.9	Corn Inch	Diam's	
Russell	105.2	123.7	Lawrence'	92.9	116.7	Napa	124.8	140.3	Las Animas	98.8	104.2	Collier	124.8	185.6
Shelby	100.4	119.2	Linesia	95.8	116.7	Nevada	103.0	103.3	Lincoln	103.2	114.8	Columbia	109.2	127.8
Sumter	85.7	107.8	Lincoln	91.9	115.7	Orange	155.6	168.4	Logan	107.0	130.2	Dade	143.0	184.4
			Little River	91.6	111.8	Placer	117.6	134.5	Mineral	111.1	134.7	De Soio	115.7	98.2
Falladega	106.0	124.9	Logan	85.8	112.3	Plumas	108.0	88.4		100.2	100.0	Duval	123.0	142.0
Tallaposen	86.8	109.5	Lonoke	93.8	112.4	Riverside	128.2	153.2	Meffat	102.8	107.8	Escambia	126.0	150.3
Tuecaleesa	107.3	132.7	Madison	01.1	118.6	Sacramente	128.3	140.6	Montezuma	102.0	117.2	Flagler	112.8	183.4
Walker	98.7	99.3	Marion	87.1	108.7	San Benite	106.5	112.5	Montrose	102.5	127.1	Franklin	100.3	112.5
Washington	90.2	124.4	Miller	108.5	161.4	San Bernardine.	134.1	160.2	Morgan	105.6	135.8	Gadedan	113.0	120.8
Wilcox	93.2	109.6	Mississippl	101.2	106.2	San Diege	132.3	157.4	Otero	104.8	107.9	and the same of	1	
	98.6	94.2	Monroe	95.7	124.8	San Francisco	104.2	120.4	Ouray	85.5	87.8	Gilchrist	100.0	112.1
Winaten	-	17.00	Montgomery	89.8	97.4	San Jeaquin	116.4	125.4	Park	88.5	104.0	Glades	100.1	112.5

Indexes of Population and Sales Growth, All Counties-(Cont'd)

Estimates of population, 1955-50, and retail sales, 1954-48

STATE	Popula- tion 1/1/1955	Retail Sales	STATE	Popula- tion 1/1/1955	Retail Sales	STATE	Popula- tion 1/1/1955	Retail Sales	STATE	Popula- tion 1/1/1955	Retail Sales	STATE	Popula- tion 1/1/1955	Retai
COUNTY	(April 1950 =100)	1954 (1948 -100)	COUNTY	(April 1950 100)	1954 (1948 -100)	COUNTY	(April 1950 =100)	1954 (1948 -100)	COUNTY	(April 1950 -100)	1954 (1948 - = 100)	COUNTY	(April 1950 =100)	1954 (1946 =100
Hamilton	101.3	112.5	Union	117.9	123.1	Clayton	120.6	187.2	Haraison	102.3	123.7	Peach	102.5	123.
Hardee	106.2	118.1	Volusia	119:3	144.7	Clinch	99.8	129.3	Harris	99.4	124.9	Pickens	99.3	128.
Hendry	110.7	129.6	Wakulla	110.3	110.7	Cobb	126.6	186.1	Hart	95.9	128.1	Pierce	95.3	115.
Hernando		122.4	Walten	105.9	123.6	Coffee	103.0	125.3	Heard	93.1	114.5	Pike	95.7	110.
Highlands	129.0	140.4	Washington	107.6	118.2	Colquitt	105.3	126.9	Henry	101.5	123.0	Polk	102.3	116.
Hillsborough	118.6	144.3	H (2.15) (1.40)			Columbia	98.6	189.1	Houston	123.5	161.9	Pulaski	94.2	119.
Holmes	101.5	119.8	Total Counties	128.5	152.1	Cook	98.3	123.6	Irwin	94.3	128.0	Putnam	94.4	111.
						Coweta	99.6	121.8	Jackson	96.8	121.2	Quitman	99.5	116.3
Indian River	126.3	145.9	9.500 TA:500			Crawford	93.7	120.9	Jasper	95.0	121.1	Rabun	99.6	117.4
Jackson	107.3	121.6	Sept. Carry	-		Criep	99.0	119.1	Jeff Davis	103.2	129.9	Randelph	91.2	100.7
Jefferson	101.8	118.0	GEORGIA	0.00								rianuager	01.2	100.5
Lafayette	93.0	107.1	Appling	98.5	121.6	Dads	111.3	137.6	Jefferson	98.0	115.6	Richmond	145.2	153.5
Lake	120.2	135.7	Atkinson	100.5	129.7	Dawson	88.9	142.8	Jenkins	94.5	117.7	Rockdale	105.1	123.4
Lee	132.0	149.4	Bacon	100.6	124.9	Decatur	101.1	121.9	Jehnson	93.0	109.8	Schley	89.2	104.7
Leen	127.7	144.9	Baker	94.0	118.8	De Kalb	118.9	143.5	Jones	94.1	128.6	Screven	96.8	121.7
Levy	102.4	115.8	Baldwin	108.4	122.3	Dodge	93.4	115.4	Lamar	97.6	122.6	Seminole	99.9	125.5
Liberty	116.2	125.8	Banks	90.8	120.8	Dooly	94.6	114.3	Lanier	99.0	123.9	Spalding	103.4	119.0
Madison	98.6	110.4	Barrow	101.4	125.3	Dougherty	119.9	147.4	Laurens	92.9	115.7	Stephens	108.1	138.8
1.00			Bartow	102.6	123.0	Douglas	105.1	129.8	Lee	92.9	107.8	Stewart		
Manatee	120.7	140.7	Ben Hill	99.4	117.1	Early	97.6	111.4	Liberty	106.5	139.7	Sumter	95.7	113.4
Marion	115.4	137.3	Berrien	98.6	117.3	Echols	96.2	112.5	Lincoln	92.8	122.0	Talbot		
Martin	114.0	136.6						*****		06.0	122.0	rainot	98.8	120.7
Monroe	130.8	161.9	Bibb	108.5	124.0	Effingham	99.6	120.2	Long	105.6	137.9	Taliaferro		***
Nassau	116.3	143.5	Blockley	95.4	116.4	Elbert	96.3	117.6	Lowndes	120.1	168.4	Tattnaii	93.0	110.8
Okaleosa	143.4	168.7	Brantley	103.3	138.4	Emanuel	92.4	113.1	Lumpkin	106.4	133.3	Taylor	95.9	119.4
Okeechabee	110.0	117.8	Brooks	94.1	116.8	Evans	94.6	128.8	McDuffle	103.1	134.4	Telfair	95.4	115.8
Orange	134.9	156.8	Bryan	103.9	128.8	Fannin	99.3	138.8	McIntosh	106.5	129.9		80.7	115.4
Oeceola	112.2	128.0	Bulloch	97.0	114.0	Fayette	100.2	125.0	Macon			Terrell	93.6	112.5
Palm Beach	126.6	146.2	Burke	96.7	116.5	Floyd	105.7	121.9	Madison	95.6	117.6	Thomas	101.6	121.2
			Butta	100.2	120.6	Forsyth	98.9	132.3	Marion			Tift	107.7	127.0
Pasco	128.1	144.4	Calhoun	97.9	121.1	Franklin	93.4	113.9	Meriwether	99.6	111.5	Toombs	101.8	126.1
Pinellas	138.6	162.3	Camden	110.6	160.8	Fulton	109.9	128.5	Miller	99.2	120.8	Towns	93.6	135.5
Polk	123.6	140.6	Gamain	110.0	100.0	rumon	100.0	120.0	tanner	86.4	115.3	Troutien	93.5	119.4
Putnam	118.5	133.0	Candler	94.2	117.1	Gilmer	98.3	133.0	Mitchell	00.4	400 B	-		
Si. Johns	115.6	138.3	Carroli	96.5	125.3	Glascock	89.4	112.4		99.4	120.5	Troup	104.3	116.6
St.J.ucio	152.6	153.8	Catoosa	108.9	141.3				Monroe	98.8	114.9	Turner	101.1	119.8
Santa Ross	111.5	127.9	Chariton	97.4	133.8	Giynn	116.7	133.7	Montgomery	94.9	118.0	Twiggs	95.0	128.9
Sarasota	143.2	167.7	Chatham	196.4	137.4			116.9	Morgan	91.6	112.8	Union	99.7	146.3
Seminote	111.5	125.9	Chattahoochee.	111.9	186.6	Grady	99.3	121.5	Murray	101.1	121.5	Upsen	102.0	122.5
Sumter,	105.9	119.2				Greene	96.7	119.6	Muscogse	110.8	128.8	Walker	108.6	134.0
	100.5	119.2	Chartesa	104.2	119.3	Gwinnett	103.3	133.9	Newton	101.5	116.8	Walten	8.80	120.3
Survannee	104.7	110.0	Cherokee	102.1	126.4	Habershum	103.9	126.5	Oconee	99.8	124.8	Ware	102.0	115.3
		116.6	Clarke	109.9	119.8	Hall	104.9	126.0	Oglethorpe	92.3	109.2	Warren	97.9	115.7
aylor	102.7	146.0	Ctay	92.4	105.2	Hancock	91.3	111.2	Paulding	95.3	126.8	Washington	94.2	112.5

O SM. 1955

... To Reach the Growing

AUGUSTA, GA.



PARA PARA ARA

\$302,519,000



CHRONICLE-HERALD

-DAILY and SUNDAY-

INCREASE OVER 1950 ...

127%

Represented Nationally by the Branham Co. MEMPHIS . CHARLOTTE . MIAMI . LOS ANGELES . SAN FRANCISCO

STATE	Pepula- tion 1/1/1955	Retail Sales	STATE	Popula- tion 1/1/1955	Retail Sales	STATE	Pepula- tion 1/1/1955	Retail Sales	STATE	Popula- tion 1/1/1955	Retail Sales	STATE	Popula- tion 1/1/1955	Retai
COUNTY	(April 1950 -100)	1954 (1948 =100)	COUNTY	(April 1950 = 100)	1954 (1948 =100)	COUNTY	(April 1950 -100)	1954 (1948 =100)	COUNTY	(April 1950 =100)	1954 (1948 =100)	COUNTY	(April 1950 -100)	(1944) = 100
Wayne	102.4	165.8	Christian	101.2	125.0	Rock leland	107.2	126.1	Lagrange	103.6	122.7	Cerro Gordo	100.7	127.
Nebater	105.3	115.3	Clark	96.7	118.7	St. Clair	109.4	132.4	Lake	112.6	138.7	Cherokee	98.6	115.
Wheeler	93.8	113.7	Clay	99.1	113.5	Saline	98.4	109.2	La Porte	111.4	120.3	Chickasaw	97.8	117.
White	100.4	152.1	Clinton	101.8	120.1	Sangamen	105.4	124.1 111.0	Madison	102.4	126.9	Clarke	97.1	112.
Vilcox	30.4	109.6	Cook	104.8	117.6	Schuyler	95.7	123.8	Marion	111.2	132.1	Clay	106.6	115.
Vilkes	94.4	115.0	Crawford	100.3	123.9	Shelby	98.2	113.9	Marshall	108.9	133.8	Clayton	94.5	114.
Vilkineen	94.0	116.4	Cumberland	96.2	108.9	Stark	99.7	112.2	121 1 1 1	1		Clinton	103.2	120
Vorth	96.6	123.6	De Kalb	106.4	123.7	Stephensen		116.2	Martin	106.7	128.0	Crawford	96.2	116
			De Witt	97.0	118.1	Tazeweli	113.1	129.5	Miami	102.8	122.8	Dallas	97.2	118.
etal Counties	105.8	129.0			AT REAL	7,50-1-1			Monroe	108.0	126.3	Davis	93.3	116
			Douglas	98.1	129.8	Union	97.5	110.0	Montgomery	103.7	123.8	Decatur	94.4	111
DAHO -			Du Page	120.4	168.0	Vermilion	103.3	121.0	Morgan	110.0	130.1	Delaware	98.1	114
da	111.2	124.4	Edgar	101.6	119.9	Wabash Warren	103.0	118.3	Newton	103.5	125.3 132.7	Des Moines Dickinson	106.1	118
dams	95.6	116.5	Effingham	100.1	117.5	Washington	97.5	114.9	Ohio	111.3	131.1	Greating or	100.5	
annock	107.8	120.7	Fayette	93.9	107.4	Wayne	97.9	128.5	Orange	101.3	120.2	Dubuque	105.1	122
ear Lake	99.5	115.3	Ford	102.5	120.0	White	99.8	121.3	Owen	103.7	120.5	Emmet		110
enewah	90.7	111.9	Franklin	96.7	99.9	Whiteside	105.6	126.8	COUNTY OF			Fayette	96.8	101
ingham	116.4	130.9	Fulton	100.1	116.0	Will		148.2	Parke	97.6	118.1	Floyd		115
Maine	96.5	111.0	Gallatin	95.7	100.9	Williamsen	99.9	112.3	Perry	103.0	131.4	Franklin	98.9	118
loise	101.3	112.7	0		100 7	Milloret	110.4	190 -	Pike	96.7	120.8	Fremunt	91.7	100
lonneville	112.5	126.7	Greene	97.8	123.7	Winnebage Woodford	110.4	138.5 125.2	Porter		134.0	Greene	96.5 97.6	111
	112.0	120.2	Hamilton	96.2	113.6	Westford	104.9	120.2	Pulaski	101.9	130.5	Guthrie	84.1	107
loundary	98.1	117.3	Hancock	99.6	121.0	Total Counties	105.3	124.9	Putnam		130.2	Hamilton	98.6	114
lutte	117.5	133.4	Hardin	100.9	102.8				Randolph		129.8		-	
amus	120.4	125.1	Henderson	99.8	112.8				Ripley		128.8	Hancock	98.1	114
lanyon	107.1	126.1	Henry	104.1	121.1	INDIANA			Rush		127.1	Hardin	98.5	114
aribou	132.7	165.8	Iroquois	102.9	123.0	Adams	104.5	129.2				Harrison	93.0	109
assis	102.5	121.7	Jackson	105.7	117.6	Allen	110.8	137.4	St. Joseph		132.2	Henry	100.4	127
llark	0.80	117.9	Jasper	97.0	100.3	Bartholomew	119.6	135.1	Scott		151.2	Howard	101.4	114
Zearwater	97.3	110.5				Benton	102.0	123.1	Shelby		124.8	Humboldt		121
Custor	99.4	112.6	Jefferson	102.2	108.3	Blackford	103.3	126.3	Spencer		132.2	Idi		112
Elmsre	119.6	130.6	Ja Daviess	105.4 103.4	131.0 115.6	Brown		132.9 123.5	Starke		138.7 131.9	Jackson		117
Frankiln	101.3	118.4	Johnson	91.6	131.4	Carroll	106.1	126.5	Sultivan		121.8	Jasper		128
remont	97.3	116.7	Kane	108.2	132.5	Cass	104.9	127.1	Switzerland		125.5		-	
lem	92.7	106.6	Kankakee	108.6	134.7	Clark		150.4	Tippecanes		136.0	Jefferson	97.4	114
Booding	104.5	128.6	Kendall	103.1	143.7				Tipion	103.4	122.2	Johnson	105.7	117
daha	100.6	115.8	Kisax	102.0	120.0	Clay	99.5	117.5	The state of			Jones		123
efferenn	106.7	123.5	Lake	117.8	131.1	Clinten		121.6	Union		127.7	Keukuk	98.8	116
leromé	107.6	128.9	La Salle	102.3	123.7	Crawford		127.1	Vanderburgh		132.8	Kossuth		112
Kostenai	101.4	121.6		-		Daviess		128.5	Vermillion		128.2	Lee		125
atah	101.5	114.5	Lawrence	99.8	125.5	Dearborn		133.1	Vigo		121.9	Linn		140
	97.1	110.2	Liefmenton	104.2	123.7	Decatur		124.2	Wabash	105.6	124.5	Locas	96.3	106
.ewis	99.8	114.4	Livingsten		120.7	DeKaib Delaware		132.1	Warren		134.3	Lyon		117
Incotn	98.3	113.0	McDonough		124.1	Dubois		131.7	Washington		140.1	L. Jon	-	
Madison	104.8	126.0	McHenry		144.3	Elkhart		129.9	Wayne		129.1	Madison	95.1	110
Minidaka	98.1	114.5	McLean	101.9	129.9	1			Wells	105.3	126.6	Mahaska	96.8	114
Naz Perce		122.4	Macon	110.0	132.8	Fayette		135.9				Marion		116
Oneida		113.9	Macoupin	97.2	119.0	Floyd		136.8	White		125.3	Marshall		114
wyhee		129.1	Madison	109.7	131.5	Fountain	1	122.6	Whitiey	107.2	130.6	Mills		106
Payette		119,4	Masies	00.0	100 4	Franklin		127.2	Total Counties	100 7	121 0	Mitchell		119
Power	92.7	115.8	Marion	98.0	108.4	Gibson		132.1 132.8	Total Counties.	108.7	131.2	Monros		107
Teton	93.6	119.4	Mason	99.8	117.4 125.1	Grant	106.6	125.1				Montgomery	98.1	116
win Falls		120.9	Massac		182.9	Greene		119.0	IOWA			Muscatine		116
/alley		113.5	Menard	98.4	102.1	Hamilton	108.1	129.2	Adair	94.3	113.0			
Washington		117.6	Mercer	99.5	123.8	Hancock	108.7	128.6	Adams		118.1	O'Brien	98.5	108
	1		Monroe		130.8				Aliamakee		112.9	Osceola	99.2	107
Total Counties.	105.1	121.9	Montgomery	97.3	112.4	Harrison		131.8	Appanoose	. 90.9	107.0	Page	96.9	100
	00	2	Morgan	100.0	121.3	Hendricks		128.5	Audubon		113.0			108
			Moultrie	100.2	117.3	Henry	10000000	127.7	Benton		120.3			114
LLINOIS	100.0	447		400.0		Howard		126.0	Black Hawk		123.8	Pocahentas		110
Adame Alexander	104.8	119.2	Ogie		130.3	Huntington		129.4	Boone		103.8			118
Rend		129.8 123.6	Perry		118.5	Jackson		131.0	Bromer Buchanan		117.6		99.7	118
Ssone		115.1	Piatt		122.3	Jasper		121.2				Ringgold		113
Brown		127.0	Pike	95.2	116.9	Jefferson		129.8	Buona Vieta	103.2	110.4			
Bureau	100.2	121.0	Pope		115.2	Jennings	106.2	130.2	Butler		116.3	Sac	97.0	117
Calhoun	92.7	120.4	Pulaski		123.1			-	Calheun	. 98.0	113.5	Scott	106.2	12
Carroll	102.2	120.6	Putnam		92.6	Johnson	110.0	130.1	Carrell		115.6	Shelby	. 95.9	121
Case		111.3	Randolph	97.2	117.4	Knex		123.5	Cass	. 98.7	114.6			113
Champaign	113.2	128.4	Richland	100.3	114.1	Kosciusko	106.0	129.7	Cedar	. 107.0	122.2	Stery	. 103.8	11

20 PREMIUM PLANS FOR C

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Incentives are good medicine for many sales ills. This fact has come to be more and more widely accepted in the past few years. But what to do about it?

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PREMIUM PRACTICE

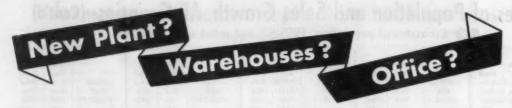
The Magazine of Incentive Merchandising

STATE AND COUNTY	Popula- tion 1/1/1958 (April 1950 -100)	Retail Sales 1954 (1948 100)	STATE AND COUNTY	Popula- tion 1/1/1955 (April 1960 =100)	Retail Sales 1954 (1948 =100)	STATE AND COUNTY	Pepulation 1/1/1955 (April 1980 =100)	Retail Sales 1954 (1948 =100)	STATE AND COUNTY	Popula- tion 1/1/1955 (April 1950 =100)	Retail Sales 1954 (1948 —100)	STATE AND COUNTY	Popula- tion 1/1/1988 (April 1950 =100)	Retail Sales 1954 (1948 =100)
Tama	97.7	116.3	Lincoln	98.3	92.0	Broathitt	97.6	121.9	Meade	148.4	156.1	Jefferson Davis.	105.7	124.4
Taylor		105.0	Linn	93.5	92.0	Breckinridge	92.7	111.9	Menifes	91.7	104.9	Lafayette	113.7	154.3
Union	100.9	110.4	Logan	99.8	92.1	Bullitt	103.9	127.9	Mercer	96.9	120.3	Lafourche	107.5	162.
/an Buren Vapolio	98.3	122.8	Lyon	92.9	107.3	Butier	90.1	111.2	Metcaife	94.4	126.6	La Salie	108.9	131.
	00.1	110.0	Marion		106.2	Caldwell	101.7	129.6 129.2	Monroe	96.5	128.9	Maria		440
Warren	97.9	119.6	Marshall	98.1	101.0	Calloway	106.2	123.3	Montgomery Morgan	125.9	143.2 115.3	Lincoln	104.3	140.
Washington	98.1	118.1	Meade		104.9	Cartiste	101.5	121.5	Muhlenberg	92.3	116.0	Madison	106.7 98.5	116. 109.
Wayne	95.4	111.8							Nelson	102.4	130.3	Morehouse		112.
Webster	101.4	119.2	Mlami	102.5	121.4	Carrell	92.7	120.8				Natchitoches	99.6	203.
Winnebage	98.1	118.3	Mitchell	95.9	89.4	Carter	94.4	116.5	Nicholas	91.6	112.2	Orleans		129.
Winneshiek	97.9	114.5	Montgemery		132.8	Casey	94.8	124.0	Ohio	89.7	113.9	Ouachita	113.3	124.
Woodbury	109.0	115.9	Morris		102.2	Christian	104.1	137.5	Oldham		131.9	Ptaquemines		243.
Vorth Vright	98.4	117.3	Morten		88.9	Clark	101.6	125.4	Owen	94.3	115.0	Pointe Coupee	98.4	131.
	100.2	114.0	Nemaka Neosho	96.9	127.9	Clay	91.2	120.1	Owsley		100.4	Rapides	114.5	117.
Tetal Counties	100.8	119.1	Nees	96.4	78.7	Clinten	97.1 94.2	122.2	Pendleten		110.8	Dad Blues	21.0	100
	100.0	110.1	Norten	103.3	106.0	Cumberland	94.5	117.8	Perry	90.8	110.8 127.7	Red River	91.6	135.
		-	Osage	101.4	94.6	Davices	106.0	128.7	Powell	99.8	133.1	Richland	97.8	111.
CANSAS			-						Pulanki	96.4	125.1	St. Bernard	127.1	405.1
Wen	97.8	117.0	Osberne	98.9	83.1	Edmoneen	93.8	112.9				St. Charles	103.2	162.
Anderson	100.3	104.5	Ottawa	97.7	84.3	Elliott	93.1	102.8	Robertson	100.6	100.2	St. Helena		101.
ktchisen	100.0	114.4	Pawnee	104.1	118.9	Estill	94.7	111.1	Rockcastle	99.8	122.8	St. James	99.7	156.1
larber	103.2	91.6	Phillips	108.9	106.7	Fayetto	106.8	127.4	Rowan	102.3	122.2	St. John	100.9	135.
larten		164.2	Pottawatemie	96.4	97.2	Floming	91.1	113.6	Russell	94.7	121.1	St. Landry	107.4	238.
lourbon	99.2 103.7	111.9	Pratt	102.0	130.4	Floyd	91.2	118.7	Scott	104.3	123.8	St. Martin	101.7	144.
lutter	114.1	151.7	Rawlins	97.7	78.7	Franklin	101.0	119.0	Shelby		122.4			
hase	101.4	93.9	Republie		92.0	Fulton	95.1	119.0	Simpson		127.0	St. Mary		297.
hautauqua	93.5	106.3	Rice	97.2	127.8	Garrard	94.3	115.9	Taylor	92.5	128.1 133.2	St. Tammany Tangipahea		114.5
					******		04.0	110.0	Todd	85.4	120.0	Tensas	97.8	123.
herokee	100.8	108.0	Rilay	110.7	120.1	Grant	93.7	115.9				Torrebone	110.7	162.4
heyenne	97.0	91.3	Rooks	107.2	136.8	Graves	113.5	133.5	Trigg	90.8	118.3	Union	99.7	101.4
lark	80.8	84.8	Rush	96.8	89.5	Grayeon	98.4	121.2	Trimbio	99.0	122.0	Vermilien,	101.5	109.5
Jay	97.4	99.7	Russell		153.4	Green	98.5	128.8	Union	101.3	129.2	Vernon	110.6	148.1
loud	96.8	97.2	Saline	117.6	130.4	Greenup	98.0	120.7	Warren	97.9	128.0	Washington	106.5	108.2
offey	95.1	99.8	Scott	107.7	95.8	Hancock	8,90	111.7	Washington	97.8	119.8	Webster	105.5	131.5
lowley	102.8	83.7 134.2	Sedgwick	131.3	166.4	Hardin	123.2	141.1	Wayne	98.9	121.6			
rawford		115.7	Seward	113.3	133.0 141.9	Harrison	94.4	114.8	Wobster		113.9	West Batsn		404
Decatur	95.3	95.8	Sheridan	97.6	80.5	Hart	95.3 93.3	113.2	Whitley	92.6 87.9	117.7	Rouge West Carrell	103.6	121.4
			Secretaria Company			************	00.0	124.2	Woodferd	101.6	110.2	West Felicians	95.3	121.7
Dickinson	90.6	110.0	Sherman	100.3	39.5	Henderson	107.7	132.1	***************************************	101.0	110.0	Winn	101.1	104.
Doniphan	103.8	88.5	Smith	96.3	94.6	Henry	99,1	119.7	Total Counties	102.6	127.2	***************************************		
Douglas	117.0	138.1	Stafford	99.8	115.0	Hickman	92.5	112.5				Total Counties	110.1	138.3
Edwards	104.4	92.0	Stanton	92.8	63.9	Hopkins	98.9	123.8	Total Proces					
Wk	89.8	107.4	Stevene	99.6	95.8	Jacksen	92.3	111.8	LOUISIANA					
Ma	108.1	115.1	Sumner	110.3	130.4	Jefferson	109.5	129.8	Acadia	103.7	114.9	MAINE		
lleworth	108.6	95.9	Thomas	100.3	95.9	Jeecamine	100.3	118.5	Allen	105.2	202.8	Androscoggin	100.7	122.3
Inney	102.0	111.2	Trego	98.8	89.5	Johnson	96.4	119.0	Asceneien	103.6	155.6	Aroostook	103.6	121.1
ranklin	100.3	115.0	Wallace	98.4	95.9 83.1	Knett	108.4	129.1 129.2	Assumption Avoyolies	98,3	129.8	Cumberland	101.3	124.3
					00.1	romati	92.5	140.2	Beauregard	101.7	109.5 128.6	Franklin		115.4
leary	99.6	128.5	Washington	97.8	95.9	Knex	93.0	116.0	Blenville	93.6	106.2	Kennebec	99.4	117.7
love	94.4	89.5	Wichita	94.7	83.1	Larue	102.4	129.9	Bossier		182.4	Knex		116.0
Iraham		107.4	Wilson	98.5	108.7	Laurel	96.5	125.9	Caddo		129.9	Lincoln		115.8
Grant	100.9	103.5	Woodsen	96.8	99.7	Lawrence		121.8	Calcasieu		147.5	Oxford		113.1
Bray	104.2	78.7	Wyandette	109.4	148.4	Lee	88.1	104.4				Penebacet	100.7	123.1
irealsy	99.5	80.5				Louis	101.0	131.4	Calthwell	99.1	87.9	Commission	Dry .	
ireenwood	94.3	127.9	Total Counties	108.9	127.2	Letcher	93.1	129.7	Cameron	89.6	160.1	Piscataquis	91.3	114.8
familton	100.1	76.7				Lowis	92.4	122.1	Catahoula	98.3	121.8	Sagadahee	97.5	111.0
farper	99.3	95.9	KENTHOKY			Lincoln	94.2	118.8	Claiberne	96.5	110.9	Somerast	96.7	115.1
	105.5	138,0	KENTUCKY	93.7	121.5	Livingeton	100.9	127.6	Concerdia	100.0	110.9	Walde	94.9	111.0
faskell	95.9	83.1	Adair	97.9	120.1	Legan	98.5	125.7	De Soto East Baten	98.5	105.5	Washington	93.5	110.1
fodgeman	99.7	78.6	Anderson	99.0	128.8	Lyon	86.0	103.2	Rouge	132.7	129.9	York	00.0	****
ackeon	98.4	102.3	Ballard	154.4	156.0	McCracken	170.9	178.5	East Carrell	96.9	121.7	Total Counties	99.7	119.5
offerson	101.9	102.3	Barren	104.7	127.2	McCreary	98.4	121.3	East Feliciana	103.4	127.1	Total Countries.	55.1	
ewell	83.8	76.7	Bath	93.1	113.1	McLean	98.7	117.8	Evangeline	104.9	124.5			
ohneen		250.6	Bell	93.6	123.4	Madison	106.8	123.5				MARYLAND		
Cearny	100.2	78.7	Boens	113.7	137.4	Magoffin	86.7	111.7	Franklin	100.0	113.6	Allegany	104.1	98.1
Gngman		108.1	Bourbon	98.7	124.9	Marion	99.9	129.5	Grant	98.1	87.9	Anne Arundei	119.8	162.1
Gowa	105.4	95.9	Boyd	104.1	123.6	Marshall	114.2	129.3	iberia	106.8	154.2	Baltimore	108.2	123.7
abotto		138.5	100000000000000000000000000000000000000	1		Martin	93.3	125.8	lberville	100.1	148.9	Galvert	110.7	104.1
Ane	117.5	76.7	Boylo	103.7	128.9				Jackson	98.4	120.4	Caroline	104.2	122.4
eavenwerth	93.7	135.5	Bracken	93.7	115.1	Mason	97.3	120.1	Jefferson	143.1	243.6	Garrolt	106.0	130.

STATE	Popula- tion	Retail	97475	Popula- tion	Retail	*****	Popula- tion	Retail		Popula- tion	Retali		Popula- tion	Reta
	1/1/1955	Sales	STATE	1/1/1955	Sales	STATE	1/1/1955	Sales	STATE	1/1/1955	Sales	STATE	1/1/1985	Sale
AND	(April	1954	AND	(April	1954	AND	(April	1954	AND	(April	1954	AND	(April	195
COUNTY	1950 =100)	(1948 100)	COUNTY	1950 =100)	(1948 = 100)	COUNTY	1950 =100)	(1948 100)	COUNTY	1950 =100)	(1948 =100)	COUNTY	1950 =100)	=10
Decil	114.8	188.7	Houghton	94.2	105.1	Chisago	99.4	116.3	Waseca	106.3	123.5	Panoia	94.3	121
Charles	113.6	175.8	Huron	102.5	126.8	Clay		138.1	Washington	112.3	126.8	Pearl River		180
Oorchester	102.4	104.1	Ingham	113.7	141.8	Clearwater	96.0	119.6	Watenwan	100.8	116.9	Perry	98.8	129
roderick	111.9	110.6	Ionia	104.5	129.5	Cook	100.0	116.2	Wilkin	98.4	121.0	Pike	98.4	119
			lonco	112.7	156.8	Cottonwood	100.8	120.0	Winona	103.1	118.6	Pontotoc	95.0	128
larrett	101.6	121.1	Iron	102.3	125.5	Crow Wing	100.7	119.2	Waseca	106.3	123.5	Prentiss	96.4	122
larford	122.0	164.1	Isabella	103.2	118.7	Dakota	111.1	115.3	Washington	112.3	126.8	Quitman	95.8	117
loward	118.8	160.0	Jackson	109.8	132.3	Dodge	99.8	118.4	Watonwan	100.8	116.9			
ent	103.8	144.5	Kalamazoo	112.3	133.6				Wilkin	98.4	121.0	Rankin	100.4	13
Aontgomery	126.4	227.8	Kalkaska	95.7	136.3	Douglas	101.3	121.9				Scott	96.4	15
rince Georges.	132.9	195.2				Faribault	101.7	117.8	Winena	103.1	118.6	Sharkey	83.7	12
usen Annes	102.8	154.9	Kent	110.7	133.7	Fillmore	99.3	120.0	Wright	101.3	124.9	Simpson	98.0	14
t. Marys	133.9	187.4	Keweenaw	85.6	105.0	Freeborn	103.1	119.7	Yellow Medicine	99.5	119.9	Smith	92.5	16
omeraet	101.7	97.6	Lake	100.8	129.6	Goodhus	101.8	118.1				Stone	98.9	12
albot	104.4	143.2	Lapeer	109.7	140.5	Grant	98.5	117.3	Total Counties	104.4	121.4	Sunflower	96.5	11
Vashington	107.2	121.0	Leelanau	102.9	121.4	Hennepin	106.3	122.3				Tallahatchie	95.1	11
Vicemico	108.4	122.4	Lenawee	112.0	130.9	Houston		118.2				Tate		12
Vorcester	107.5	125.0	Livingston	112.6	144.6	Hubbard		119.2	MISSISSIPPI			Tippah	95.3	12
			Luce	100.6	120.0	laanti		115.3	Adams	105.4	132.5			
etal Counties .	112.5	134.6	Mackinac	97.9	136.3				Alcorn	99.0	122.5	Tishomingo	96.5	12
			Macomb	129.3	184.1	Itanca	117.0	128.8	Amite	93.9	119.9	Tunica		11
						Jackson		120.7	Attala	94.5	122.5	Union	96.7	13
MASSA-			Manistee	109.0	115.9	Kanabec		120.0	Benton		120.0	Walthall		13
CHUSETTS			Marquette	107.2	121.4	Kandiyahl		122.5	Bolivar		115.0	Warren		13
larnstable	110.4	129.0	Mason	102.0	118.6	Kittson		109.4	Calboun		131.3	Washington		12
Jerkshire	103.4	120.7	Mecosta		129.8	Koochiching		114.5	Carroll		118.7	Wayne	97.0	13
Iriatol	104.4	122.6	Menominee	102.7	120.0	Lac Qui Parie.		118.4	Chickasaw		122.4	Webster	1	12
Dukes	101.1	115.3	Midland		147.4	Lake		124.8	Choctaw		107.4	Wilkinson	98.3	10
neex	104.4	118.7	Missaukee	103.2	129.6	Lake of the	1					Winston	98.0	10
anklin	104.2	121.4	Monroe	1	140.5	Woods	90.8	105.9	Claiborne	95.4	124.9	***************************************		-
ampden	107.0	128.9	Montcaim	107.0	139.2		00.0	100.0	Clarke		118.8	Yalobusha	94.7	12
ampohire	106.5	121.6	Montmorency		136.3	Le Sueur	100.5	121.6	Clay		133.7	Yazoo	97.4	13
Widdlesex	105.8	123.4	Intuiting energy.	100.0	100.0	Lincoln		124.2	Coahoma		120.0	10200	41.4	10
Vantucket	100.4	123.9	Muskegen	112.9	130.9	Lyon		121.2	Copiah		115.0	Total Counties.	101.4	12
***************************************	100.4	120.0	Newaygo		129.5	McLeod		122.5	Covington		116.1	Total Countres.	101.4	14
Norfolk	110.5	129.7	Oakland		170.5	Mahnomen	94.9	115.2	De Soto		133.8			
Plymouth	107.9	128.3	Oceana		126.9	Marshail		115.8	Forrest		128.7	MISSOURI		
Suffolk	102.7	122.2	Ogemaw		122.8	Martin		116.7	Franklin		102.4	Adair	102.0	11
Wercester	105.0	127.2	Ontonagen		122.7	Meeker		119.5	George		150.0	Andrew		11
	100.0		Osceola		115.9	Mille Lace		117.4	George	100.0	100.0	Atchison		10
Total Counties	105.4	123.9	Oscoda		186.9	Marrison	98.3	117.4	Greene	93.7	106.2	Audrain		12
rotal Countries	100.4	120.0	Otsego		129.5	I Muli leun	90.3	117.4	Grenada		128.8	Barry		12
			Ottawa		135.0	Mower	105.2	122.0	Hancock		141.3	Barton		12
MICHIGAN			Ottawa	111.0	130.0	Mower		119.6	Harrison		168.7			11
Moona	100.7	159.5	Presque Isle	99.2	125.5	Nicollet		123.4	Hinda		127.4	Bates		13
	96.9	109.1	Roscommon		148.7	Nobles		121.7	Holmes		111.2	Benton Boltinger		12
Viger Viegan	107.3	132.3	Saginaw		139.1									
		130.9				Norman		114.3	Humphreys		101.2	Beone	103.8	11
Upona			St. Clair		130.9	Olmsted		132.2	Issaquena		118.7		100.0	
Antrim	102.6	120.1	St. Joseph		129.6	Otter Tail		118.2	Itawamba		127.5	Buchanan		11
krenae	102.6	124.1	Sanilae		122.7	Penningten		120.1	Jackeon	122.9	175.0	Butler		12
laraga	98.3	103.6	Schoolcraft		129.6	Pine		113.4			404.5	Caldwell		10
larry	110.0	128.1	Shiawasses		122.8	Pipestone	. 103.5	119.1	Jasper	88.8	131.3	Callaway		11
lay	100.3	133.7	Tuscola		129.6	0.11	-	***	Jefferson	91.1	116.2	Camden		11
lenzie	98.7	128.2	Van Buren	108.9	133.6	Polk		116.6	Jefferson Davis		105.0	Cape Girardeau		11
	****			450.5		Pope		113.1	Jones		112.5	Carroll	98.7	11
Berrien	116.0	140.5	Washtenaw		129.5	Ramsey		124.0	Kemper		114.9	Carter		11
Branch	110.5	129.5	Wayne		137.5	Red Lake		119.2	Lafayette		107.4	Cass	00.4	12
Calhoun	111.9	140.5	Wexford	104.6	111.8	Redwood	. 100.7	118.9	Lamar		128.7	Cedar	. 98.4	12
ass	114.9	135.0	-			Renvills		117.6	Lauderdale		114.9			
Charlevoix	102.4	125.5	Total Counties.	110.9	139.1	Rice	. 105.4	120.6	Lawrence		117.5	Chariton		10
heboygan	96.8	122.7				Reck	. 103.7	123.7	Leake	94.8	137.4	Christian		11
hippewa	104.4	129.5	10 th 10 th 10 th			Roseau	. 99.9	120.5				Clark	. 99.9	12
lare		136.4	MINNESOTA			St. Louis	104.4	120.3	Lee		131.2	Clay	126.7	14
linton		139,1	Aitkin	92.1	109.5	Automated in the same			Leflore	97.4	126.2	Clinton	96.0	11
crawford	101.1	150.0	Anoka		131.5	Scott	102.5	118.9	Lincoln	99.6	98.7	Cole	103.2	13
	-		Becker		116.2	Sherburne	. 99.4	114.0	Lowndes	105.1	131.1	Cooper	90.3	10
Delta	98.7	114.5	Beltrami	99.3	114.3	Sibiey		116.3	Madison	94.5	124.9	Crawford	. 99.8	13
Dickinson	97.8	115.9	Benton	99.9	120.5	Stearna		117.8	Marion	98.0	125.0	Dade	. 99.7	10
Eaten	100.6	140.5	Big Stone	98.7	113.8	Steele		121.4	Marshall	97.9	115.0	Dallas		12
Emmet	102.2	100.1	Blue Earth		125.0	Stevens		117.2	Monros		131.2			1
Genesse	1	166.4	Brown		118.3	Swift		127.8	Montgomery		122.5	Daviess	. 99.2	1
Gladwin		144.8	Carlton		115.8	Todd		118.4	Neshoba		102.5	De Kalb		1
Gogebic		117.3	Carver		118.7	Traverse	103.0	123.9		-		Dent		1
Grand Traverse.		136.4		-		Wabaeha		119.4	Newton	96.5	121.2	Douglas	100.4	11
		131.0	Cass	175.7	114.8				Noxubee		122.5	Dunklin	103.6	1
Gratiot	103.8													

STATE AND COUNTY	Popula- tion 1/1/1955 (April 1950 =100)	Retail Sales 1954 (1948 =100)	STATE AND COUNTY	Popula- tion 1/1/1955 (April 1950 =100)	Retail Saice 1954 (1948 100)	STATE AND COUNTY	Popula- tian 1/1/1955 (April 1950 -100)	Retail Sales 1954 (1948 100)	STATE AND COUNTY	Papula- tion 1/1/1955 (April 1950 =100)	Retail Sales 1954 (1948 =100)	STATE AND COUNTY	Pepulation 1/1/1955 (April 1950 =100)	Reta Sale 195 (194 = 10
lasconade	121.8	131.0	Texas	100.5	114.6	NEBRASKA			Pierce	98.8	121.9	Cumberland	111.2	129
ientry	95.1	98.6	Vernen	100.9	106.0	Adams	100.8	135.2				Essex	106.2	130
kreene	106.2	122.0	Warren	103.0	138.0	Antelope	97.2	121.9	Piatte	101.4	124.0	Gloucester	113.6	133
irundy	99,8	112.1	Washington	100.0	140.5	Arthur	112.0	121.7	Polk	98.9	128.3	Hudson	103.1	123
farrison	97.1	118.3	Wayne		128.2	Banner	98.1	97.2	Red Willow	102.4	122.6	Hunterdon	108.5	131
fenry	98.7	94.9	Webster	100.1	100.7	Blaine	99.7	117.0	Richardson	100.6	122.6		****	400
lickery	98.3	123.3	Worth	97.8	101.1	Beene	98.8	119.2	Reck	95.8	115.3	Mercer	110.3	135
fort	100.6	98.6	Wright	98.7	109.7	Box Butte	115.8	128.9	Sailine	98.9	118.9	Middlesex	111.6	129
loward	97.8	110.9		****		Boyd	91.8	112.7	Sarpy	119.1	131.3	Monmouth	115.4	134
lowell		129.5	Total Counties	105.1	122.9	Brown	94.8	117.9	Saunders	98.8	118.5	Merris	114.3	133
ronno		106.0				Buffalo	104.2	125.0	Scotts Bluff	106.6	120.0 120.0	Passaic	117.9	134
ackson		118.3	MONTANA			Post .	60.0	110.0	Seward	90.0	120.0	Salem		126
offereen					444.4	Burt	98.8	119.8	Charidan	100 7	110.0	Somerset		135
energon	110.2	152.9	Beaverhead	94.4	111.1	Butler		121.0	Sheridan	102.7	118.8			12
ahnson	***	400 4	Big Horn	96.7	114.1	Cass		123.5	Sherman	93.4	114.3	Sussex		12
Cnex	111.8	128.1	Blaine	97.4	107.2	Gedar		119.5	Sieux	96.0	125.5	Union		12
aciede	95.8	135.6	Broadwater	99.2	111.6	Chase		120.0	Stanton	101.7	123.6 117.4	Warren	107.2	16
afayette		123.3	Carbon		113.1	Chevenny		120.7	Thayer			Total Counties	110.2	13
Awrence		125.7	Carter	89.3	119.1	Cheyenne		133.2	Thomas	99.5	108.5	Total Counties.	110.2	13
		112.1	Gascade		121.5	Clay		117.6	Thursten	97.7	119.1			
Lincein		120.8	Custer		128.2 130.7	Colfax		130.2	Washington	97.9	124.3	NEW MEXICO		
						Cuming	102.3	124.2					107 5	15
Jnn		112,2	Daniels	88.7	114.5		0.0	444.0	Wayne	102.6	123.8	Bernaillie		
McDonald			Dawson	100 0	100 4	Guster		114.8	Webster	00.0	110 0	Catron		
WEDOMAID	101.8	145.5	Deer Lodge		128.4	Dakota		135.0		98.3	116.0	Chaves		
Macon	07.0	100 5	Fallon		115.5	Dawes		118.6	Wheeler		110.6	Colfax		
Madison		106.5	Fergus		123.0	Dawsen		128.0	York	101.0	119.4	De Baca		
Maries		123.3	Flathead		122.9	Deuel			Total Counties.	103.4	102 0	Dona Ana	114 5	
Marian		110.6	Gallatin		126.0	Dixon		120.7	10th Counties.	103.4	123.2			
		100.7	Garfield		118.0	Dodge		120.9				Eddy	128.6	
Morcer Willer			Glacier			Douglas		1	NEVADA			Grant	07.4	
Mississippi	99.0	154.2	Golden Valley		117.9	Dundy		125.3	Churchill	102.2	115.8	ошанамре	97.4	
Moniteau		118.3	Granite		116.0	Fillmore	97.8	114.8	Clark		174.4	Harding	92.9	1
Monree		154.0	Grainte	91.0	100.0	Franklin	. 97.2	125.3	Douglas		113.3			
Montgomery		141.8	нш	102.2	115.7	Frontier		107.9	Elko		115.5			
montgomes y	00.5	191.0	Jefferson		109.7	Furnas		120.5	Esmeralda		81.1	Lincoln		
Morgan	96.9	117.1	Judith Besin		119.4	Gage		118.4	Eureka		122.9			
New Madrid		109.6	Lake		118.2	Garden		116.0			107.0			1
Newton		118.4	Lewis and Clark		123.9	Garfield		127.3			102.3			
Nodaway		93.7	Liberty		115.5	Gosper		110.8			102.1			
Orogon		117.1	Lincoin		125.7	Grant		108.8			104.9			
Dange		129.8	McGene		178.8	Greeley		120.5		00.7	104.0	Quay		
Ozark	99.3	197.3	Madieon		97.0	Hall		122.2		169.0	163.5		100.0	1
Pomiocat		108.0			106.8	France	100.1	144.4	Nye		94.6		101.2	1
Perry		119.8		10110	100.0	Hamilton	. 97.9	120.3			118.5			
Pettis	107.3	110.3		96.1	116.5	Harlan		129.2			123.8			
	101.0	11010	Missouia		118.1	Hayes		114.7						
Pholps	. 111.6	135.6			114.3	Hitchcock		122.6						
Pike					120.9	Halt		122.3			122.2			
Platte					107.1	Hooker		122.2				Sierra		1
Polk	100.2				109.4	Howard		118.5		133.3	138.3			
Pulaski	102.0				119.5	Jeffersen		114.4		100.0		Tass		
Putnam	94.9				119.0	Johnson		122.4			1	Terrance		
Ralls	100.1		The state of the s		111.7	Kearney		138.5		1				1
Randelph	101.2				120.1				HAMPSHIR	E		Union	97.6	
Ray				1	1	Keith	96.6	114.1			122.5			
Reynolds	. 92.5			97.7	114.6	Koya Paha		114.3	Carrell	1000				1
		1	Richland	101.2	125.8	Kimbali		130.6					. 118.3	1
Rigley	. 102.5	134.4			127.7	Knex		128.8						-
St. Charles	. 110.9				114.1	Lancaster	107.1	125.9						1
St. Clair	. 96.3			101.6	116.1	Lincoln	. 106.2	123.3						
St. Francole	102.3			97.3	128.7	Logan		110.3					104.3	1
St. Louis				109.2	115.4	Loup		122.5						
Ste. Genevieve.					110.9	McPherson		113.1	The state of the s				101.9	
Saline				102.1	123.7	Madisen		128.6						-
Schuyler	97.2				124.1		104.0	.29.0		30.0	710.0	Cattaraugus		
Scottand	95.4					Merrick	. 102.1	125.5	Total Counties.	101.2	119.4			
Scott	. 106.2			. 101.9	116.5	Morrili	98.0			-		Chautaugua		
	100.0	1	Treasure	. 99.8	120.5	Nance					1	Chomung		
Shannen	. 95.5	135.6			102.7			110.9				Chonango		
Shelby	. 98.6				118.2	Nuckolis		121.3		105.6	123.7			
Stoddard	163.7							2000					30.2	1
				94.3	123.5	Otoe		115.7					100 0	1
litone	99.5			118.4	132.4	Pawnee	. 93.4							
		106.0	Total Counties.	106.8	120,9	Perkins	. 99.8	117.0						

	Popula- tion 1/1/1955	Retail Sales	STATE	Popula- tion 1/1/1955	Retail Sales	STATE	Popula- tion 1/1/1955	Retail Sales	STATE	Popula- tion 1/1/1955	Retail Sales	STATE	Pepula- tion 1/1/1956	Ret
COUNTY	(April 1960 =100)	1954 (1948 =100)	COUNTY	(April 1950 =100)	1954 (1948 = 100)	COUNTY	(April 1950 =100)	1954 (1948 = 100)	COUNTY	(April 1950 =100)	1954 (1948 =100)	COUNTY	(April 1950 = 100)	19 (19 =1
Outchess	102.2	132.1	Caswell	100.1	117.9	Surry	104.4	119.2	Ward	103.5	127.3	Paulding	102.3	12
rie	106.2	132.8	Catawba	107.7	144.3	Swain	94.7	139.0	Wells	95.0	108.3	Perry	101.0	11
880 X	101.4	116.5	Chatham	100.0	132.4	Transylvania ,	107.9	133.B	Williams	161.7	238.1	Pickaway	104.2	14
ranklin	101.0	122.6	Cherokee	101.1	121.9	Tyrrell	103.0	132.5				Pike	156.0	38
ulton	102.7	121.4	Demon	100 0	***	Union	103.7	131.1	Total Counties	99.9	120.0	Portage	110.5	16
enesse	103.6	125.0	Chewan	102.0	129.7	Vance	101 0	110 E				Preble	109.9	12
amilton	100.8	128.1 119.0	Cleveland	99.9	164.2 121.8	Wake	101.8	116.5				Putnam	105.7	12
erkimer	101.2	122.3	Columbus	103.0	141.7		101.9	137.1 92.7	OHIO			Richland	109.7	1
ffursion	101.2	122.0	Craven	115.3	146.3	Warren Washington	102.4	148.3	Adams	104.8	149.2	aver .		
	101.2	144.0	Cumberland	121.5	153.6	Watauga	100.3	158.9	Allen	108.6	124.5 123.1	Ross	107.1	1
inga	99.4	122.8	Currituck	99.9	198.6	Wayne	104.2	124.5	Ashtabula		138.2	Scioto	104.0	1
owis	99.4	124.5	Dare	99.9	212.0	Wilkes	102.5	178.8	Athens	100.5	121.9	Seneca	107.0	1
ivingston	99.8	122.6	Davideon	108.6	156.3	Wilson	101.0	129.7	Auglaize	107.7	127.1	Shelby	107.7	12
ladisen	107.7	128.1	Davie	101.8	117.8	Yadkin	103.4	153.5	Beimont		119.2	Stark	108.6	1
lanras	105.9	129.1				Yancey	98.1	152.3	Brown	104.8	165.6	Summit	108.8	1
fontgomery	101.6	123.0	Duplin	101.2	144.4				Butler	110.7	148.6	Trumbuli	108.7	1
aosau	144.7	176.0	Durham	108.1	121.9	Total Counties	105.8	133.4	Carroll	105.0	128.4	Tuscarawas	105.0	1
ew Yurk	99.5	118.9	Edgecombe		128.4						-	Union	104.4	1
lagara	108.5	129.4	Forsyth	111.1	136.4				Champaign	105.2	121.9			
Ineida	104.2	124.7	Franklin	99.8	117.9	NORTH			Clark	107.6	119.3	Van Wert	105.3	1
			Gastun	109.8	121.8	DAKOTA			Clermont	109.2	181.6	Vinton	102.2	1
nondaga	108.4	124.6	Gates	101.5	147.0	Adams	93.6	98.7	Clinton	106.3	142.6	Warren	111.4	1
ntarie	103.3	125.0	Graham		127.1	Barnes	93.5	104.7	Columbiana	106.3	124.5	Washington	103.8	1
range	102.3	122.9	Granville		108.6	Benson	87.1	110.7	Coshocton	104.0	121.9	Wayne	107.8	1
rieans	102.5	127.6	Greene	100.4	107.3	Billings	112.5	109.6	Crawford	105.5	130.9	Williams	105.7	1
awego		125.2				Bottineau	91.4	120.2	Cuyahoga	106.7	130.3	Wood	106.5	1
tango	104.4	124.2	Guilford		141.7	Bowman	97.4	113.0	Darke	105.2	132.2	Wyandet	106.6	1
uimam	103.4	125.4	Halifax	101.5	133.8	Burke	92.1	114.3	Defiance	106.4	142.7			
иссив	107.9	145.7	Harnett		129.8	Burleigh	107.9	148.8				Total Counties	107.6	1
enssolaer	104.2	120.3	Haywood	103.3	135.1	Cass	107.0	111.9	Delaware	105.3	130.9			
ichmond	104.6	142.0	Henderson	107.0	140.4	Cavalier	88.6	103.5	Erie	108.0	134.8			
to the same	107.0	****	Hertford	103.0	144.4	Biston			Fairfield	106.2	129.7	OKLAHOMA		
lockland	107.9	126.5	Hoke		104.8	Dickey	97.5	103.5	Fayette	106.4	125.8	Adair	98.5	1
t. Lawrence	101.8	123.9 127.8	Iredell		135.1	Divids	87.1 91.5	122.6	Franklin	109.5	130.9	Alfalfa	90.6	
	107.7	126.0		99.6	135.0	Eddy	91.2	101.1	Fulton		145.3	Atoka	91.1	1
chenectady	104.8	128.9	Jackson	99.0	100.0	Emmons	91.6	108.3	Gallia	101.1	123.2	Beaver	97.1	
chuyler	105.0	131.1	Johnston	100.9	123.2	Foster	97.4	116.6	Genuga		181.6	Beckham	102.6	1
eneca	94.6	124.0	Jones		139.0	Golden Valley	85.7	103.6	Greene	115.6	162.1	Blaine	94.3	
teuben	103.4	125.2	Lee	110.1	125.8	Grand Forks	107.5	116.6	Guerniety	101.4	119.3	Bryan	91.3	1
uffolk	131.1	141.7	Lenoir	104.8	155.9	Grant	92.7	104.7	Hamilton	107.0	131.0	Canadian	96.8	1
ullivan	103.6	128.5	Lincoln	103.0	116.6	Griggs	89.7	101.2	Hancock	106.1	130.9	Carter	109.1	1
	100.0	12010	McDowell	105.7	127.1			10116	Hardin	104.9	120.6	Garter	100.1	
lioga	104.4	127.0	Macon		127.1	Hettinger	97.1	97.5	Harrison	101.2	125.8	Cherokee	95.8	1
ompkins	112.3	130.5	Madison		135.0	Kidder		102.4	Henry		124.4	Choctaw	90.1	1
later	103.3	124.9	Martin	103.0	156.3	La Moure	90.5	116.7	Highland	106.4	133.6	Cimarron	113.3	
farren	103.5	124.4	Mecklenberg	111.2	129.8	Logan		100.0	Hocking	100.4	125.7	Cleveland	108.3	1
ashington	100.1	123.6				McHenry		116.6	Holmes		127.1	Coal	86.8	1
/ayne	101.7	122.5	Mitchell	97.7	153.6	McIntosh		107.1	Huron		140.0	Comanche	118.9	1
fostchester	106.2	135.0	Montgomery	103.1	148.3	McKenzie	90.5	136.8	Jackson	107.3	149.2	Cotton	94.3	1
/yoming	99.6	124.6	Moore	101.4	136.4	McLean	103.5	160.7		1		Craig	98.0	1
M89	103.8	136.6	Nash	103.1	123.1	Mercer	92.1	115.4	Jofferson	101.8	119.3	Creek	93.6	1
			New Hanover	112.0	135.1	Morton	107.2	121.4	Knox		133.5	Custer	96.2	
otal Counties	105.5	129.0	Northampton		112.5				Lako		166.0	1	1 7 6	
			Onslow		264.9	Mountrail	94.5	131.0	Lawrence	105.2	128.4	Delaware	95.0	1
	1		Orange		139.0	Nelson	89.0	104.8	Licking		136.1	Dewey	93.3	
ORTH			Pamileo	104.0	140.4	Oliver	90.5	89.2	Logan	105.0	127.0	Ellis	98.2	
CAROLINA	400.0	***	Pasquotank	105.5	137.8	Pembina	95.7	110.7	Lorain	110.7	141.3	Garfield		1
lamance		128.5				Pierce	94.8	114.2	Lucas	107.0	124.4	Garvin		1
lexander	102.3	137.6	Pender		158.9	Ramsey	92.5	109.4	Mutisun	105.3	153.1	Grady	95.7	1
lleghany	98.1	200.0	Perquimans	99.9	120.5	Ransom	90.1	108.3	Mahoning	108.2	124.5	Grant	95.5	1
nson	98.2	119.2	Person		104.6	Renville	98.0	106.9				Greer		1
ihe		141.7	Pitt		131.0	Richtand	94.6	95.2	Marion	109.2	124.4	Harmon	92.8	
very	98.8	123.1	Pelk	100.8	172.1	Holette	91.8	113.0	Medina		138.2	Harper	102.0	1
eaufort		127.7	Randelph		153.6	Panelle	04.0	440.0	Meigs		124.4			
ortie	101.3	124.4	Richmond		137.7	Sargent		110.6	Mercer		127.1	Haskell		1
runtwick	102.3	131.1 153.6	Robeson Rockingham	105.7	125.6	Sheridan	91.3	109.4	Miami		140.1	Hughes		1
uniswick	190.0	133.0	Rowan	104.9	128.4	Sioux		89.2	Monroe		119.3	Jackson	98.6	1
uncombe	104.6	121.8		104.1	121.0	Stope		111.0	Montgomery		131.0	Jefferson		1
lurke	107.4	130.4	Rutherford	99.6	135.1	Stark		116.6	Morgan		124.5	Johnston	93.3	1
abarrus	107.4	115.2	Sampson		135.3	Steele		114.2	Morrow		136.2	Kay		1
aldwell		127.8	Scotland		119.1	Stutsman		115.4	Muskingum	105.3	114.0	Kingfisher		1
amden	99.5	141.7	Stanly		131.0			110.8	Mobile	99.7	100.0	Kiowa		1.
arteret		145.0	Stokes	96.6	139.1	Walsh	95.0 104.9	104.8	Ottawa	99.5	155.5 150.5	Le Flore	93.9	1



LOCATE IN South Carolina with its EIGHT INDUSTRIAL ADVANTAGES



Nearness to Markets

Draw a circle with a radius of 600 miles around the state of South Carolina. You'll find that every major market from New York to Miami, from Detroit to New Orleans, falls within this circle. That means that every one of these markets is just an easy overnight's drive from South Carolina.



A Wealth of Natural Resources

South Carolina contains some of the nation's greatest mineral wealth, and some of the largest woodland resources. In the period from 1942 to 1953, the value of major mineral products, as sand, clay, granite, vermiculite, tripled reaching the present figure of thirteen million dollars. The value of the forestry industry reached three hundred million dollars.



Transportation in Abundance

An excellent highway system, a busy seaport, trucking lines, airlines, and railroads have placed South Carolina on the doorstep of the world. Truck, rail, air and seagoing schedules are well integrated to keep shipments moving through the state and to other parts of the country.



Cooperative Government

Cooperation between government and industry; and a reasonable tax structure express the thinking of South Carolinians by supporting industry. Employee-management relations are ideal—encouraged by a government that stays out of private business; a government representative of its people.



Power Where It's Needed

Thirty-six power generating stations serve South Carolina industry with an annual capability of more than 4 billion kilowatt hours. Nine privately owned companies, and three publicly owned power systems make low cost power available anywhere in South Carolina.



Temperate Climate

South Carolina's mild temperature means 15% less fuel and heating costs for industry (according to the nation's outstanding industrial engineers)—and less absenteeism, less illness among employees and their families.



Intelligent, Native Born People

The people of South Carolina are the state's createst asset. They are 99.7% native born, with the traditional American pride and willingness to work. They are a happy, friendly, hospitable people with a loyalty to their families that is unsurpassed anywhere. One third of a million loyal workers are our best advertisement . . . people who believe in an honest day's work for a good day's pay.



Water-Pure and Abundant

South Carolina has the second and third largest drainage areas on the Atlantic Coast, giving water any time, and in any amount. Both ground and surface water are known for purity—what little treatment some industries require is basic and inexpensive.

See for yourself South Carolina's great strides in industry... Send for "South Carolina on the March", a survey of the past 10 years progress in the state

For complete information of South Carolina's eight industrial advantages for your business: write or telephone LD 94. No obligation ... strictest confidence.

State Development Board, Dept. SM-5, Box 927 Columbia, South Carolina



	Popula- tien 1/1/1955 (April 1950 =100)	Retail Sales 1954 (1948 =100)	STATE AND COUNTY	Popula- tion 1/1/1955 (April 1950 =100)	Retail Sales 1954 (1948 =100)	STATE AND COUNTY	Popula- tion 1/1/1955 (April 1950 -100)	Retail Sales 1954 (1948 =100)	STATE AND COUNTY	Popula- tion 1/1/1955 (April 1950 = 100)	Retail Sales 1954 (1948 = 100)	STATE AND GOUNTY	Popula- tion 1/1/1955 (April 1960 =100)	Re Sa 16 (16
ncoln	92.7	124.1	Umatilla	117.2	134.0	Susquehanna	97.5	120.3	Williamsburg	102.5	129.5	Turner	92.5	13
gan	97.8	97.7				Tioga	100.9	123.0	York	108.8	135.0	Union	95.4	12
ve	93.2	111.5	Union	100.2	115.1	Union	104.9	124.8				Walworth	95.4	10
Clain	92.6	121.5	Wallowa	92.2	110.3			440.0	Total Counties	106.1	130.2	Washabaugh	70.9	11
cCurtain	92.4	104.0	Wasco	122.1	130.8	Venango	99.8	112.8				Yankten Ziebach	97.6 103.6	10
ajor	91.4	125.3 97.7	Washington	117.3 96.5	136.5 107.0	Warren Washington	100.8	118.0 121.1	SOUTH			Ziebuch	103.0	**
arshall	89.2	116.6	Yamhili	101.2	121.9	Wayne	97.6	120.5	DAKOTA			Total Counties	101.1	11
syes	95.7	152.9		10112	121.0	Westmoreland	102.0	125.5	Armstrong					-
urray	94.6	132.9	Total Counties.	110.0	127.7	Wyoming	99.0	121.1	Aurora	93.6	92.3	1,000		
						York	104.7	130.3	Beadle	101.9	113.2	TENNESSEE		10
ekoges	101.2	110.3	100			1000			Bennett		125.9	Anderson	98.8	1
hie	95.4	111.5	PENN-			Total Counties	163.0	125.0	Bon Homme		121.2	Bedford	99.4	1
wata	95.8	144.1	SYLVANIA						Brookings		117.8	Benton	94.8	1
fuskes	90.2	110.3	Adams	103.6	135.4				Brown		113.1	Bledsoe		1
lahoma	113.0	132.8	Allegheny	102.2	127.7	RHODE			Brule		121.3	Blount	108.9	1
mulgee	96.7 95.5	118.5	Armstrong	101.0	124.2	Bristol	105.2	137.5	Buffalo		115.5	Campbell	101.2	1
age	95.9	122.7 110.3	Beaver Bedfurd	98.3	128.5 121.0	Kent	113.8	143.6	Sutto	90.0	110.0	Cannon	90.4	1
ence	94.0	100.0	Berks	101.1	127.8	Newport	110.9	142.3	Campbell	84.0	107.3	Carroll	99.0	1
/ne	105.1	126.5	Blair	98.9	117.3	Providence	101.4	115.2	Charles Mix	106.0	161.6	Carter	104.4	1
			Bradford	100.9	121.1	Washington	111.0	114.5	Clark		113.1			
sburgh	95.2	129.0	Bucks	148.8	194.2			4	Clay		115.4	Cheatham	90.5	1
stotoc	93.2	111.5	Butler	103.6	128.6	Total Counties.	104.1	119.4	Codington	104.5	112.0	Chester	99.5	1
tawatomie	98.3	117.8	3-17 1.10						Corson	97.2	98.1	Ciaiberne	96.4	
shmataha	89.9	112.7	Cambria	100.2	117.8	1000			Custer		120.1	Clay	88.5	1
ger Mills	91.9	87.7	Cameron	99.6	122.2	SOUTH			Davison		112.0	Cacke		1
gers	100.3	132.8	Carbon	97.6	120.9	CAROLINA			Day		96.1	Coffee		1
minole	89.9	108.5	Centre	102.8	123.3	Abbeville	99.3	125.8	Deuel	87.1	109.6	Crockett	1	1
uoyah	95.0	136.6	Chester	104.6	124.4	Aiken	162.0	192.9	-		440.0	Cumberland		1
phens	113.0	147.8	Clarion	98.8	124.2	Aliendaia	120.6	135.4	Dewey		112.0	Davidson		1
xas	115.9	106.5	Clearfield	96.9	121.6	Anderson		125.4 119.3	Douglas		109.7	Decatur	94.2	
lman	93.1	107.8	Clinton	101.5	122.2 124.7	Barnwell	96.9	171.6	Fall River		129.3	De Kalb	92.4	1
lan	110.6	140.2	Crawford	101.5	124.6	Beaufort	107.0	132.3	Faulk		130.5	Dickson	96.2	1
goner	93.1	125.3	Drawing a	101.0	124.0	Berkeley	4	128.0	Grant		108.5	Dyer	1	1
shington	104.9	152.8	Cumberland	109.2	131.8	Calhoun	96.9	113.3	Gregory		103.9	Fayetto		1
shita	93.4	97.7	Dauphin	104.2	129.1	Charleston		129.4	Haakon		106.3	Fentress		1
eds	102.5	93.9	Delaware	111.0	135.0	1			Hamlin		130.5	Franklin	99.0	1
odward	99.4	90.2	Elk	101.1	119.6	Cherokee	100.5	124.0	Hand		99.3	Gibson	99.9	1
			Erie	106.3	129.0	Chester	99.0	122.7	110			Giles	95.3	
tal Counties	101.9	123.5	Fayette	98.6	120.0	Chesterfield	99.3	126.0	Hanson		146.6	Grainger	95.5	1
			Forest	93.0	113.6	Clarendon	100.2	121.1	Harding		75.0	Greene	96.6	1
FOON			Franklin	103.6	128.4	Colleton		125.7	Hughes		144.3	Country	00.7	
EGON			Fulton	99.1	124.5	Darlington	103.1	127.4	Hatchinson		114.3	Grundy		1
ker	95.8	107.9	Greene	99.3	121.7	Dillon	100.2	124.4	Hyde		86.6 107.3	Hamilton		1
ckamas	114.0	125.8 129.0	Huntingdon	98.8	118.8	Derchester	103.5	127.8 120.8	Jackson		107.4	Hancock		1
tuop	107.8	121.0	Indiana	98.3	121.8	Fairfield	96.4	117.5	Janes		127.0	Hardeman		1
umbia	98.4	115.6	JeNerson	97.4	117.9		30.4		Kingebury		101.6	Hardin	95.8	1
8	123.7	138.4	Juniata	98.4	126.9	Florence	105.5	128.2	Lake		117.7	Hawkins		1
ok	104.5	129.7	Lackawanna	97.8	111.5	Georgetown	1	130.9			The state of	Haywood	94.9	1
ту	125.6	138.7	Larresster	103.1	123.2	Greenville	108.1	128.2	Lawrence		127.0	Henderson		1
schutes	97.1	118.6	Lawrence	102.4	122.6	Greenwood		124.2	Lincoln		117.7	Henry	, 93.1	1
ugina	126.8	153.6	Lebanon	109.5	115.2	Hampton	102.0	131.2	Lyman		106.2			
			Lehigh	102.6	117.7	Horry		129.0	McGook		122.4	Hickman		
liam	89.4	113.0	Luzerne	96.2	117.2	Jasper	99.1	141.9	McPherson		108.5	Houston	86.5	
int	109.2	125.3		400.0	400.5	Kerehaw	98.1	124.2	Marshall		99.3	Humphreys	94.2	1
ney	104.6	118.6	Lycoming	102.6	123.0	Lancaster	103.0	131.2	Meade		107.4	Jackson	91.5 97.1	1
ed River	101.2	118.5	McKean	98.2	117.3 120.3	Laurens	101.9	124.3	Mollette		100.7	Jefferson		16
kaon	116.9 126.4	137.7 161.2	Mercer	103.7	120.3	Lee	07.1	113.4	Minnehalta		118.9	Knex		1
ephine	114.1	140.2	Monroe	104.2	124.3	Lexington	108.1	135.4		130.0		Lake		
mith	100.1	112.9	Montgomery	107.5	134.1	McCormick		120.7	Mootly	98.3	114.2	Lauderdaie	99.4	1
0	97.7	117.2	Montour	101.8	119.8	Marion	103.5	125.0	Pennington		132.8	Lawrence		1
	118.3	130.4	Northampton	101.4	129.9	Mariboro	96.0	120.0	Perkins		98.1			
		-	Northumberland		110.8	Newberry		128.3	Potter		94.6	Lewis	98.7	1
coln	110.2	132.3	Perry	102.0	129.1	Oconee	101.6	127.9	Roberts		105.1	Lincoln		1
n	116.3	148.1			1	Orangeburg		124.0	Sanborn		103.9	Loudon	104.3	1
lheur	99.0	127.4	Philadelphia	103.2	125.9	Pickens	100.6	125.1	Shannon	97.0	127.1	McMinn		1
rion	106.2	128.2	Pike	104.4	128.7	Richland	114.5	141.4	Spink		96.1	McNairy		1
rrow	104.5	124.0	Potter	96.3	117.2	1385	1		Stanley	72.0	132.8	Macon		1
	107.0	124.1	Schuytkill	98.1	117.2	Saluda	96.7	125.1	Sully		132.7	Madison		1
	102.0												- 464 6	8 9
k	98.8	122.7 117.0	Snyder Somerset	103.0	133.4	Spartanburg	104.0	129.2	Todd	86.1	128.9	Marion	101.3	1

	Popula- tion	Retail		Popula- tien	Retail		Pepula- tion	Retail		Popula- tion	Retail		Popula- tion	Reta
	1/1/1955	Sales	STATE	1/1/1988	Sales	STATE	1/1/1955	Sales	STATE	1/1/1955	Sales	STATE	1/1/1955	Sale
AND	(April	1954	AND	(April	1954	AND	(April	1954	AND	(April	1954	AND	(April	195
COUNTY	1950	(1948	COUNTY	1980	(1948	COUNTY	1950	(1948	COUNTY	1980	(1948	COUNTY	1950	(194
	=100)	=100)		=100)	=100)		=100)	=100)		=100)	=100)		=100)	=10
Aoige	98.6	167.9	Cameron	127.2 94.9	149.9	Harris	125.4 98.0	146.5	Morris	165.5 98.5	190.6 123.5	Wharton	102.5	125
Aontgomery	100.5	175.7	Careon	97.7	110.7	Hartley	88.8	108.3	Motley	93.3	117.7	Wichita	124.3	144
foors	101.3		Cass	91.6	118.1	Haskell	97.5	120.4	Nacogdoches	93.9	115.4	Wilbarger	99.7	121
	1	86.8		1			105.9			90.9	114.7		1	
Aorgan,	97.9	100.8	Castro	106.2	132.5	Hays		127.0	Newton			Williamson	128.1	18
blon		113.7	Chambers		120.1	Hemphill	104.2	129.7		93.2	114.4		96.5	12
verton		113.6	Cheroken	93.5	118.3	Henderson	88.4	113.8	Nolan	105.0	126.7	Wilnum	95.4	12
erry		111.1	Childress	100.6	123.1	Hidalgo	121.2	145.5	Nueces	127.8	164.2	Winkler	120.1	13
ickett		122.7	Clay	87.9	111.1	Нш	92.7	118.0	Ochiltree	116.2	141.4	Wisn	94.7	12
olk	92.3	129.1	Cookran	121.4	153.2	Hockley	127.4	149.8	Oldham	101.6	121.8	Wood	80.1	12
utnam	103.7	122.6	Coke	103.8	128.8	Hond	90.7	123.1	Orange	131.6	150.2	Yoakum	96.8	11
hes	95.3	142.1	Coleman	85.1	112.8	Hopkins	89.8	109.4	Palo Pinta	104.3	124.5	Young	93.9	11
loane	102.3	120.1	Collin	96.4	119.6	Houston	8.88	115.3	Panola	93.5	129,9	Zapata	106.9	15
leberteon	95.4	121.4	Collingsworth	94.1	119.6	Howard	112.2	127.3	Parker	101.7	130.0	Zavala	112.4	13
utherford	104.1	133.0	Colorado	100.1	130.2	Hudspith	127.9	142.2	Parmer		124.8			
cott		109.7	Comai	111.8	136.0	Hunt	90.1	113.4	Pecos		126.5	Total Counties	112.3	13
equatchie	105.5	129.2	Comanche	88.9	124.7	Hutchinson	126.3	145.2	Polk	92.0	112.7			
evier	96.2	148.5	Concho	94.5	117.5	Irian	100.6	120.1	Potter	128.9	137.0			
holby	108.7	127.5	Cooke	94.8	119.4	Juck	88.9	113.1	Presidie	88.3	111.1			
mith		117.6	Coryell	93.3	116.0	Jackson	104.5	128.7	Rains	77.3	109.8	UTAH		-
	-		1	-							-	Beaver	109.1	12
towart	87.1	116.2	Cettie	91.8	114.5	Jasper	105.2	136.4	Randall	145.9	160.7	Box Elder	107.9	13
ullivan	112.7	131.7	Crane		138.9	Jeff Davis	110.0	125.0	Reagan	115.1	142.0	Cache	106.7	12
umner	97.8	135.6	Crockett	115.5	131.5	Jefferson	112.2	134.3	Real	108.9	129.0	Carbon	111.6	13
lpton		115.0	Croeby	99.1	127.3	Jim Hogg	96.4	111.4	Red River	89.7	111.8	Daggett	109.8	11
rouedale	99.6	105.9	Culberson	98.6	119.3	Jim Wells	115.0	136.0	Reeves	129.4	141.2	Davis	127.8	16
nicoi						Johnson	100.9	123.8	Refugio	98.8	114.5	Duchesne	106.9	13
		109.8	Dallam	103.4	125.5			122.8					1	11
inien	98.0	122.8	Dalias	122.2	146.6	Jones	97.9		Roberts	96.9	107.7	Emery	95.1	
fan Buren		96.9	Dawson	115.1	139.7	Karnes	98.6	125.9	Robertson	94.4	120.1	Garfield	98.7	12
Varren	101.0	138.2	Deaf Smith	120.7	141.4	Kaufman	91.1	118.5	Rockwall	90.9	110.6	Grand	99.8	11
Washington	102.5	122.6	Deita	81.4	111.5	Kendali	103.2	125.7	Runnels	96.8	116.3	Iron	106.8	12
Wayne	98.1	131.7	Denten	95.2	122.5	Kenedy	94.9		Rusk	91.8	111.3	Jush	96.9	12
Weskiey	95.1	113.7	De Witt	97.0	122.2	Kent	75.5	100.2	Sabine	91.0	110.3	Kané	100.0	12
White	96.1	130.4	Dickers	91.0	114.3	Kerr	104.8	125.3	San Augustine	86.0	110.5	Millard	103.3	12
Vollamson		134.4	Dimmit		135.7	Kimble	97.4	115.4	San Jacinto	83.4	114.7	Morgan		12
Wilson		135.6	Donley	91.7	114.4	King	103.4	107.1	San Patricia	110.7	125.3	Piute	99.4	10
	101.4	100.0		94.6	109.0	Kinney	89.9	105.9	San Saba		120.6	Rich	101.6	13
Total Counties	102.4	190 0	Duval	1		Kleberg	1	149.3	Schleicher	94.6	124.2	Salt Lake	111.0	13
otal countries.	106.4	130.6	Eastland	141.5	118.1	Knox	90.1	122.2	Scuri y		342.4	San Juan	109.1	12
			Ector		124.2			120.1	Shackelford	87.9	112.9	Sanpete	100.0	12
			Edwards	96.1	120.8	Lamb		133.6	Shelby		113.9	Salipein	100.0	
TEXAS			-	-	-				-			Sevier	102.7	12
Anderson	92.8	115.6	El Paso	127.2	151.1	Lampasss	99.7	124.1	Sherman	102.3	138.5	Summit	103.7	11
Andrews		188.2	Erath		121.1	La Salle		128.4	Smith		128.0	Tooele	135.2	18
Ingelina		120.0	Falls		119.6	Lavaca		115.7	Somervell	98.3	125.2	Uintah		13
Yearman		126.7	Fannin	87.0	111.0	Lee		125.2	Starr		133.7	Utala	112.9	13
Archer		114.9	Fayette	90.1	119.9	Leon	87.3	106.7	Stephens	93.4	118.8	Wasatch	90.8	12
Armatrong		111.4			119.0		A Company of the	129.6	Sterling		115.5	Washington	108.7	13
Mascota			Fisher			Liberty		111.1	Stonewall		118.4	Wayne	90.7	13
Lantin		129.7	Flayd	99.6	124.4			133.7			110.4	Welver	115.9	13
biley		124.7 138.1	Foard	94.8	118.1	Live Oak		121.1	Sutton		136.4		11010	
Bandera		136.1	Fort Bond	98.5 83.1	109.9	Liano	W	122.3	Tarrant		151.7	Total Counties.	111.4	13
lastrop		121.4	Freestone	88.5	111.3	Loving		****	Taylor		143.8			1
laylor		120.7		100.1	134.7	Luhheck		150.8	Terreil	94.0	115.2			
lee		123.2	Gaines	103.2	123.7	Lynn	97.9	115.3	Terry	116.7	140.8	VEDMONT		
lell	123,1	145.1			132.3	McGullech		115.8	Throckmerten.	98.7	122.3	VERMONT	104 0	
Bexar	109.7	141.1			127.6	McLennan		145.2	Titus		120.2	Addison	101.3	11
Blanco		125.0			123.8	McMullen		130.0	Tom Green		123.2	Bennington	102.0	1
Bordon		108.1			111.4	Madison		107.7	Travis		139.7	Caledonia		11
Bootuo		116.0			114.7	Marion		115.1	Trinity		115.7	Chittenden		15
Bowie		148.7			132.3	Martin		116.8	Tyler		127.5	Essex		11
Brazoria	128.2	155.5	Gray	100.2	120.4	Mason	95.0	112.8	Upehur	92.2	117.0	Grand fele	99.6	11
Brazos		131.0		99.9	121.5	Matagorda		129.5	Upton	103.6	115.6	Lamoille	98.3	1
Browster		122.3	Gregg	104.8	131.5	Maverick	113.9	142.3	Uvalde		134.2	Orange		11
Briscoe	104.8	125.0			112.4	Medina	107.5	133.0	Val Verde	107.0	126.0	Orleans	97.6	11
Brooks	116.3	142.5			129.6	Menard		117.8	Van Zandt	86.7	109.9			
Brown	98.5	110.8			143.5	Midland		164.6	Victoria	115.2	132.3	Rutland		1
Burleeon	. 80.2	114.7			122.6	Mitam		118.3	Walker		121.5	Washington	99.3	1
Burnet		117.9			117.1	Mills		111.9	Waller		128.6	Windham	99.1	11
Caldwell		114.6			128.8	Mitchell	103.7	125.3	Ward		133.2	Windsor	101.9	1
Cathoun		149.0			117.3	Montague		119.4	Washington		116.4			
Callahan		110.9		106.9	128.0	Montgomery		124.8	Webb	112.7	134.4	Total Counties.	100.8	T

Indexes of Population and Sales Growth, All Counties-(Cont'd)

Estimates of population, 1955-50, and retail sales, 1954-48

STATE AND COUNTY	Popula- tion 1/1/1955 (April 1950 =100)	Retail Sales 1954 (1948 =100)	STATE AND COUNTY	Pepula- tion 1/1/1955 (April 1950 =100)	Retail Sales 1954 (1948 =100)	STATE AND COUNTY	Pepula- tion 1/1/1955 (April 1950 -100)	Retail Sales 1954 (1948 =100)	STATE AND COUNTY	Popula- tion 1/1/1955 (April 1950 =100)	Retail Sales 1954 (1948 =100)	STATE AND COUNTY	Popula- tion 1/1/1955 (April 1950 =100)	Retail Sales 1954 (1948 -100)
VIRGINIA			Nelson	99.7	117.1	Lewis	98.9	115.6	Putnam	98.9	146.8	Oconto	99.0	126.3
Accomack	104.6	137.4	New Kent	105.1	120.8	Lincoln	95.7	115.6	Raleigh	99.3	98.3	Oneida	103.6	121.8
Athemario	104.8	136.2	Newport News	122.1	141.6	Mason	106.5	115.6	Randolph	96.5	113.0	Outagamie	107.4	126.4
Alleghamy	105.0	121.5	Norfelk	116.1	137.5	Okanogan	102.3	132.1	Ritchio	89.3	118.6	Ozaukee	109.5	130.
Amelia	104.9	127.3	Northampten	101.1	119.4	Pacific	98.0	105.4	Roane	91.8	120.8	Pepin	100.5	122.
Amherst	99.8	116.4	Northumberland	98.8	122.2	Pend Oreille	106.5	147.3	Summers	93.3	102.7	Pierce	100.7	121.
Appomattox	102.6	117.6	Nottoway	114.9	133.7	Pierce	110.4	124.4	Taylor	92.8	110.7	Polk	99.0	125
Arlington	120.4	154.5	Orange	103.4	122.6	San Juan	98.6	115.6	Tucker	89.6	81.4	Portage	100.6	120
Logusta	107.6	126.3	Page	102.9	126.6	Skagit	101.6	121.9	Tyler	88.2	107.3	Price	96.0	117
Bath	96.8	119.3		-	1	Skamania	98.1	122.0	Upshur	97.1	120.9			
Bedford	102.9	122.8	Patrick	102.2	126.9				Wayne	104.1	146.9	Racine	107.3	125
			Pittsylvania	108.5	131.3	Snohomish	117.0	137.2				Richland	97.6	127
Bland	100.9	131.4	Pewhatan	104.3	129.3	Spokane	110.4	120.1	Webster	95.0	98.3	Rock	107.0	126
Betetourt	104.0	120.8	Prince Edward	103.2	123.6	Stevens	97.9	120.7	Wetzel	91.3	129.9	Rusk	98.2	121
Brunswick	105.2	129.6	Prince George	113.7	133.9	Thurston	103.6	156.8	Wirt	89.8	124.2	St. Croix	103.8	126
Buehanan	113.5	131.6	Princess Anne	124.4	163.1	Wahkiakum	88.6	100.3	Wood	97.5	127.7	Sauk	105.4	126
Buckingham	100.9	127.1	Prince William	106.1	133.0	Walla Walla	105.8	111.8	Wyoming	106.0	98.2	Sawyer	96.8	118
Campbell	106.6	125.3	Pulaski	107.7	128.6	Whatcom	100.2	152.5				Shawano	100.7	122
Caroline	99.4	124.2	Rappahannock	98.1	114.1	Whitman	95.4	109.2	Total Counties	97.8	113.2	Sheboygan	103.1	124
Carreli	106.6	121.5	Richmond	96.9	123.5	Yakima	106.6	116.8	-			Taylor	97.5	122
Charlotto	100.3	122.9												
Charles City	104.7	123.6	Roannke	108.0	127.3	Total Counties	107.9	127.3				Trempealeau	101.5	124
	1		Rockbridge	105.3	124.9				WISCONSIN			Vernon	97.8	121
Chesterfield	115.3	129.8	Rockingham	107.2	124.2				Atlams	101.1	128.3	Vilas	104.6	122
Clarke	104.8	119.0	Russell	103.6	133.1	WEST			Ashland	96.0	116.4	Walworth	110.3	128
Craig	89.8	113.3	Scott	100.5	121.6	VIRGINIA			Barron	101.4	128.2	Washburn	96.8	121
Culpeper	104.2	126.1	Shenandoah	102.5	126.6	Barbour	95.2	107.3	Bayfield		112.2	Washington	108.5	134
Cumberland	97.9	119.1	Smyth	106.0	129.7	Berkeley	96.5	117.5	Brown	107.6	121.2	Waukesha	115.8	133
Dickenson	107.7	125.8	Southampton	104.0	125.3	Boone	101.8	102.7	Buffalo		120.3	Waupata	101.8	128
Dinwiddie	104.4	121.7	Spotsylvania	106.3	124.9	Braxton	89.0	129.9	Burnett	95.7	121.1	Waushara	99.8	127
Essex	98.0	124.3	Stafford	110.0	141.0	Brooke	96.6	115.2	Calumet		130.5	Winnebago	106.2	122
Fairtax	123.1	156.3				Cabell	102.7	122.0	Chippewa	103.6	126.0	Wood	106.7	126
Fauquier	104.0	124.9	Surry		123.1	Calhoun		113.0	Clark	99.2	124.6			
			Sussex		131.1	Clay		124.3		1		Total Countles	104.5	125
Floyd	103.0	127.5	Tazewoll		130.1	Doddridge		108.5	Columbia		125.1			
Fluvanna	95.4	120.8	Warren		134.8	Fayette	96.0	99.3	Crawford		124.3			
Franklin	103.4	130.9	Washington		131.4				Dane		121.1			
Frederick		129.0		1	137.5	Gilmer		107.3	Doilge		124.9			
Gites	113.4	147.9	Wise		133.5	Grant		129.9	Door		125.1	WYOMING		
Glowcenter	102.4	127.3	Wythe		130.5	Greenbrier			Douglas		118.7	Albany		122
Goechlaml			York.,	111.4	130.0	Hampshire			Dunn		124.6	Big Horn		122
Grayson						Hancock			Eau Claire		124.9	Campbell		111
Greene		126.4		109.8	132.4	Hardy			Florence		120.5	Carbon	106.0	119
Greensville	105.4	131.4				Harrison			Fond Du Lac.	104.3	124.8	Converse	96.0	143
16.00				1		Jackson		131.0	1			Greek	90.7	126
Halifax						Jefferson			Forest		113.7	Fremont		15
Hangver		1				Kanawha	100.7	120.5	Grant		125.5	Goshen		
Henrico							1	1	Green		126.5	Hot Springs		14
Henry						Lewis			Green Lake		127.7	Johnson	99.8	12
Highland	95.8					Lincoln			3		122.2			-
isle of Wight						Logan	2	1					117.4	
James City						McDowell					123.0			
King and Queer					123.3	Marion			Jefferson		123.9			
King George	107.3					Marshall						Niobrara		
King William.	. 104.1	128.4				Mason			Kenusha	108.4	133.6	Park		
	1		Douglas			Mercer						Platte		
Lancaster				85.4	160.0	Mineral								
Lee				-		Mingo	101.0	107.3						
Loudoun									Lafayette					
Louisa	. 100.5					Monongalia							100.2	17
Lunenburg						Monroe								
Madison						Morgan							94.1	
Mathews												Washakio	. 106.1	
Mecklenburg										. 100.4	119.9	Weston	117.3	21
Middlesex	. 104.2	128.5	King	. 106.7	127.0	Pendleton		124.3			125.4			
Montgomery	. 111.8	138.2	Kitasp	. 115.9		Pleasants	. 92.6	133.3	Milwaukee				k 97.3	11
			Kittitas			Pocahontas								
Nansement	108.1	125.1	Kliekitat	97.1	129.6	Preston	. 98.7	93.8	Monroe	104.2	121.7	Total Counties.	. 107.4	1 8

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

Construction Indicators, All Counties Estimates of Occupied Dwelling Changes and Lumber-Bldg.-Hdwre. Sales

STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1854 (000)	Aver. Armual Change Occupied Dwelling Units 1954-155 (00)	STATE AND GOUNTY	Lumber-Building Materials-Hardware Salos, 1964 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'56 (90)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1964 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1954-755 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'55 (00)
ALABAMA			ARIZONA			Newton		.1	San Mateo	26,459	84.7	Phillips	2,009	
Autauga		-1	Agache	310	2.2	Ouachita	2,447	2.3	Santa Barbara	18,027	77.0	Pitkin	311	
Baldwin		2.3	Cochian	3,856	3.3	Perry	3,206	1.4	Santa Clara	38,759 7,957	3.7	Prowers	4,688	1.1
Barbour		.8	Gla	1,465	2.2	Phillips	575	.1	Shaeta	5,007	7.4	Pueble	5,620	8.8
Bibb		.2	Graham	2,504	1.1	Poinsett	5,376	.7	Sierra	63		Rie Blance	526	1.0
Bullock		.1	Greenlee	284	2.1	Polk	438	.1	Siskiyou	5,047	2.3	File Grande	1,330	-1
Butier		.8	Maricopa	49,584	102.4	Pope	1,511	.8	Solano	9,000	18.0	Routt	636	-,1
Calhoun		4.0	Mohave	125	.1	Prairie	605	.1	Sonoma	16,512	18.1	Saguache	693	
Chambers		.7	Navajn	1,587	2.2	Pulaski	12,728	15.8	Stanislaus	26,737	16.2	San Juan	100	
Cherokee	. 665	.9	Pinta	21,933	58.5	Deedalah	1,432		Sutter	4,389	3.2	San Miguel Sedgwick	1,356	
Chilton	862		Pinal	5,968	9.4	Randolph St. Francis	2,379	.1	Tehama	3,544	2.2	Sommit	175	
Chilton		.8	Santa Cruz	853	.1	Saline	1,358	2.2	Trinity	480	1.1	Teller	132	
Glarke		.2	Yavapai	2,159	.2	Scott	332	.9	Tulare	22,440	3.3			
Clay		.9	Yuma	9,196	8.3	Searcy	321	.1	Tuolumne	1,224	.1	Washington	1.696	.1
Cleburne		.1		-		Sebastian	8,911	2.6	Vontura		25.1	Weld	11,624	2.5
Coffee	1,191	.8	Total, above			Sevier	365	.9	Yolo	4,863	9.4	Yuma	3,046	-1
Celbert		1.3	caunties	100,712	196.3	Sharp	66	.1	Yuha	6,483	7.3	Total chang		
Conecuh						Stone	74		Total above			Total, above	161 674	139.7
Gooon						Union	3,573	-4	Total, above counties	1144837	1.982.2	counties	161,574	100.7
Covington	2,743	.7	ADVANCES.			View Breeze	223	.1	Counties	1144001	1,000.2	Car I all		
Gronehaw	. 748		ARKANSAS Arkansas	7,273	.2	Washington	4,897	2.4						
Cullman		.1	Ashley	1,067	.8	White	2,010	.3				CONNECTICUT		
Dale			Baxter	1,027	.1	Weedruff	827	.9	COLORADO			Fairfield	53,949	43.4
Dallas			Benton		.3	Yell	1,355	.9	Adams	8,361	9.4	Hartford	46,159	47.7
De Kalb			Boons	1,954	.1			-	Alamosa	1,739	.1	Litchfield	11,333	6.9
Elmore	1,089	.8	Bradley		.1	Total, above		-	Arapahoe	7,185	12.5	Middlesex	9.279	4.6
Escambia			Calhoun	241		counties	138,122	14.3	Archuleta	150		New Havon	36,036	34.7
Etowah			Carroll		.1				Baca		.1	New London	12,593	11.3
Fayette			Chicot		8.				Boulder	1,256	.1	Tolland Windham	6,692	4.5
Franklin	1,561	.8	Clark	1,720	.8	CALIFORNIA			Chaffee	604	.1	M maragan, co	0,002	7.0
Geneva	2,041	.8	Clay	1,882	.8	Alameda	48,573	92.6	Cheyenne	483		Total, above		,
Greens				315	.9	Algine	10,010	-	Clear Greek	229		counties	178,392	159.5
Hale				02	.1	Amader	693	.1						
Henry				1,867	.8	Butto	12,275	5.7	Conojes	572	.1			1
Houston	4,310	.3	Conway	1,258	.9	Galaveran	286	1.1	Gostilia	136				1
Jackson					.4	Column	5,989	1.1	Crowley	1		DELAWARE	7 100	4.0
Jefferson					.8	Contra Costa		48.8	Custor		.2	New Gastle	7,109	
Lamar					2.4	Del Nerte	1,405	8.1	Delta		57.2	Susset	8,539	
Lauderdale				1	.8	Freeno		24.5	Dolores	-	-			
Limiterce	88	.2	Danie	911		110000	10,000		Douglas			Total, above		
Lee	1,95	2.3	Deeha	1,781	.8	Gienn	3,655	1.1	Eagle			counties	34,054	35.8
Limestone						Humboldt		17.8	Elbert	. 548		-		
Lowndes					.8	Imperial	. 14,671	4.5			1	1		
Macon	1,06			. 707	.9	Inyo	1,663	1.1	Ei Paso		16.8			
Madison	5,31	8 2.8				Kern		19.0	Fremont		.2	DISTRICT OF		
Marenge						Kings		3.4	Garfield		.1	District of		
Marion						Lake		4.2	Grand			Columbia	38,063	51.9
Marshall Mobile						Los Angeles		799.9	Gunnison					-
Menroe				1,020		Madera			Hinedale			Total, above		
***********			The second care	1,000	1		1		Huerfano		1.1	counties	. 38,063	51.0
Mentgemery.	6,33	7 9.	Heward	. 993	.9	Marin	. 11,470	18.9	Jackson					
Morgan				1,937		Mariposa	. 81		Jefferson	. 5,853	14.6	100		
Perry	86					Mendocino				-		EL OBIDA		
Pickens	1,41		Jackson	. 2,442		Merced			Kiowa			FLORIDA	5,817	
Pike	81								Kit Carson			Alachua Baker		
Randolph			Johnson			Mono Monterey			La Plata			Bay		
Russell Saint Clair	41													
Shelby			2 Lee											
Sumter		25							1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1					65.1
							1		Logan			Calhoun	. 324	
Talladega	2,7	19 2.	4 Little River	341	.9	Placer	. 4,981	5.4	Mess	5,357				
Taliapoosa	1.1		8 Logan					1.1	Mineral	. 60	5	Citrus		
Tuscaloosa	3,8		7 Lonoke	2,28	88	Riverside						Clay	900	4.1
Walker	2,1		6 Madison									Collies	814	
Washington.	****		1 Mariono							100000				
Wilcox	5		9 Miller											
Winsten	****	72	1 Mississippi							4				
Total, above			Montgomery			San Francisco. San Joaquin						Dixie		
			I removed governor y		-	com southung		0.5				Duval		

See page 51 for explanation of italicized figures under "Occupied Dwelling Units."



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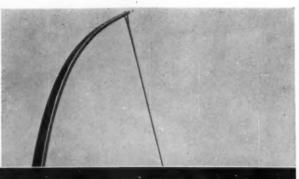
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KANSAS CITY

KCHO RADIO KCM0.TV Radio families in station area 1,840,370 Television sets in station area 466,136 Population estimate, 1/1/54 3,225,700 1,562,100 Food & drug sales station area \$767.343.000 \$433.237.000

SYRACUSE

WHEN RADIO Radio families in station area 748,960 Television sets in station area 358,300 Population estimate, 1/1/54 2,590,800 2 474 500 Food & drug sales station area \$827,832,000 \$851,653,000

PHOENIX

KPHO RADIO KPHO-TV Radio families in station area 182 122 114 370 Television sets in station area 475,000 600,000 Population estimate, 1/1/54 Food & drug sales station area \$152,073,000 \$125,680,000

OMAHA

WOW PARIO WAW.TV Radio families in station area 863,758 Television sets in station area 300,000 Population estimate 1/1/54 3,200,000 1,297,500 Food & drug sales station area \$616,600,000 \$322,460,000



MEREDITH Radio and Television. **STATIONS** SYRACUSE: PHOENIX: OMAHA:

KANSAS CITY: KCMO Radio & KCMO-TV The Katz Assence WHEN Radio & WHEN-TV KPHO Radio & KPHO-TV WOW Radio & WOW-TV John Blair & Co.

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Construction Indicators, All Counties—(Cont'd) Estimates of Occupied Dwelling Changes and Lumber-Bldg.-Hdwre. Sales

STATE AND COUNTY	Lumber-Building Melecials-Hardware Sales, 1984 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'85 (00)	STATE AND COUNTY	Lumber-Building Materiale-Hardware Salos, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'55 (00)	STATE AND COUNTY	Lumber-Building Materiale-Hardware Sales, 1854 (000)	Aver. Annual Change Occupied Dwelling Units 1854-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1954-755 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling
Escambla	6.503	21.0	Bryan	149		Lamar	141	.1	Wilcox	87	.1	Clay	1,954	-
Flagler	173		Bulloch	1,852	.2	Lanier	550		Wilkes	961	.1	Clinton	2,983	
Franklin	199	2.0	Surke	913	.2	Laurens	1,345	.8	Wilkinson	100	.1	Coles	6,568	1.
Gadsden	1,460	2.2	ButtsCalhoun	278 180	.1	Liberty	59		Worth	463	.1	Cook	203,300	189.
Glades	201		Camden	186	.1	Lineain	439	.1	Total, above			Cumberland	3,865 870	
Gulf	195	-1				Long	80		counties	180, 194	173.6	De Kalb	8,589	2.
familton	247	.1	Gandler	865	.1	Lewndes	1,897	5.3				De Witt	3,134	
Hardeo	1,056	.1	Carroll	1,432	.2	Lumpkin	154					Douglas	3,610	
Hendry	1,175		Catoosa	223	1.1	McDuffle	387	.1	IDAHO			Du Page	21,719	23.
deceands	431		Charlton	77	**	Meletoch	76		Ada	9,684	6.7			
Hernando Highlanda	1,177	3.1	Chattahoochne	6,938	7.3	McIntosh	75 745	.1	Bannock	237 5,505	0.0	Edgar	4,331	
Hillsborough	15,388	35.3	Chattooga	899	.2	Madison	81	.1	Bear Lake	1,094	2.3	Effingham	1,152	1
Holmes	274	.1	Cherokee	416	.1	Marion	132	-	Benewah	271		Fayette	3,358	1
Indian River	1,011	2.1	Clarke	2,677	2.3	Meriwether	695	.1	Bingham	4,702	2.2	Ford	3,786	
lackson	2,219	1.2	Clay	546		Miller	716	.1	Blaine	707		Franklin	2,726	
Jefferson	452	.1				Mitchell	767	.1	Boise			Fulton	5,444	
Lafayette	226		Clayton	1,004	3.2	Monroe,	624	,1	Bonner	937	.1	Gallatin	1,555	
ake	3,176	6.2	Clinch	6,235	11.6	Montgomery	129 632	4	Bonneville	9,732	2.3	Greene	2,848	
Leo,	2,040	0.2	Coffee	2,796	.2	Morgan	032	1.	Boundary	1,134		Grundy	3,132	
Leon	5,153	9.4	Colquitt	3,167	1.2	Murray	93	.1	Butto	409		Hamilton	742	
Levy	351	.1	Columbia	92	.1	Muscayes	2,888	8.9	Camas	153		Hancock	6,160	
Liberty	133		Cook	942	.1	Newton	1,692	.1	Canyon	10,585	2.5	Hardin	174	
Madison		.1	Coweta	2,116	.2	Oconse	216		Caribou	2,283	1.1	Henderson	1,852	
Manates		5.3	Crawford			Oglethorpe	125	.1	Cassia	4,463	.1	Henry	8,487	1.
Marien	3,443	4.3	Crisp	2,349	.1	Paulding	73	.1	Clark			Iroquois	8,847	1.
Martin Monree		7.3	Dado	80		Peach	1,039	.1	Clearwater	422	.1	Jackson	4,342	2
Vanatu	948	1.1	Dade	165	1	Pickens	420	.1	Custer	488 872	1 11	Jasper	1,472	
Okaloosa		7.2	Decatur	1,173	.2	Pike	84	.1	Little U	012	1.1	Jefferson	3,792	1.
	1		De Kalb	4,048	19.3				Franklin	1.879	.1	soreoy	4,610	
Okeechebee	249		Dodge	717	.9	Polk	1,845	.2	Fremont	1,887	.1	Jo Daviess	3,730	1 ,
Drange	10,052	33.2	Dooly	306	.1	Pulaski	545	.1	Gem	748	.1	Johnson	638	
Daceola	641	1.1	Dougherty	5,537	6.4	Putnam	383		Gooding	3,245	.1	Kane	18,913	9.
Paim Beach		25.2	Douglas	315	.1	Quitman			Idaho		.1	Kankakea	10,311	4
asca		60.0	Early	923	.1	Rabun	271		Jefferson		.1	Kendall	2,389	1 .
Pinullas		22.1	Echals			Randolph Richmond	733 8,848	38.1	Jerome		1.1	Knex	7,585	1
Putnam		3.2	Effingham	478	.1	Rockdale	521	.1	Latah	2,316 3,072	.2	Lake La Saile	19,919	22
St. Johns	898	3.2	Elbert	1,128	.1	Schley			Lemhi			Lawrence	2,318	
St. Lucia	3,449	8.2	Emanuel	1,081	.9	Schreven	890	.1	-			Lee	5,260	1
			Evans	817				1	Lewis	1,663			-	
Santa Ross	878	1.1	Fannin	1,237	.1	Seminole	610	.1	Lincoln	620		Livingston	8,268	
Sarasota	8,948	11.3	Fayetie	72	.1	Spalding	3,053	1.2	Madison		.1	Logan	6,567	1
Seminale	1,015	2.2	Forsyth	5,711	2.5	Stephens	691 131	1.1	Minidoka Nez Perce	1,881 5,292	.1	McDonough	5,848	
Suwannes	1,406	.1	Franklin	904	.1	Stewart	2,477	.1	Oneida		1.2	McLean	13,363	8
Taylor	153	.1	Fuiton	27,487	35.0	Talbot	139		Owyhee			Macon	10,153	7
Jnion	166					Taliaferro	65		Payette		.1	Macoupin	8,489	1
Vahusia	6,557	11.8	Glimer	423	.1	Tattnall	542	.1	Power		1	Madison	18,816	13
Wakufia			Glascock	66		Taylor	131	.1	Shoahone		.2	Marion	5,291	
Welton	1,087	.1	Glynn	1,447	3.2	Tolfair	670	.9				Marshalt	2,982	
me the sec	400		Gardon	1,215	.1	-	-		Teton	570				
Washington	485	1.1	Grady	1,006	.1	Terrell	761	.1	Twin Falls	11,011	1.4	Mason	3,982	
Total, above			Gwinnett		1.2	Thomas	1,332 3,011	1.3	Washington	1 000		Massac	2,108	1
counties	263,048	646.2	Habersham	1,169	.1	Tift	1.413	1.2	wasnington	1,969	-,1	Menard	1,452	
	-		Hall	2,034	1.3	Towns	78		Total, above			Monroe	1,891	
			Hancock	391	.1	Treutien	285		counties	106,909	23.9	Mortgomery	5.298	
GEORGIA						Troup	818	1.4				Morgan		
Appling	378		Haralson	1,215		Turner		.1	Maria Caral			Moultrie	2,652	
Atkinsen	181		Harris		.1	Twiggs			ILLINOIS			Ogle	7.956	
lacon			Heard	531	-1	Union	410		Adams		1	Peoria	15,514	1
Baker	799		Henry		.1	Upeon	932	.2	Alexander		1.2	Darry	1 000	1
Banks			Houston			Walker			Boone		.1	Piatt	1,997	
Barrow			Irwin			Walton	997	.1	Brown		.1	Pike	2,704	
Bartow	1,912	.2	Jackson	. 611	.1	Ware	1,867		Bureau		.3	Pope	379	
Ban Hill	1,883		Jasper	627		Warren	258		Calhoun	678	1	Pulaski	605	
Borrien	1,184	.1	Jeff Davis	300	.1	Washington	1,074	.9	Carroll	4,954	.2	Putnam		
mu.s.			laffan			Wayne		.1	Gass		.1	Randolph	3,221	1
Dibb			Jefferson			Webster			Champaign	14,579	9.8	Richland	2,800	
Bleckley Brantley	. 317 180		Jenkins		-	Wheeler			Cheletles			Rock Island		
	100	1	Jointpull	181	1.1	White	186	1	Christian	. 6,990	.3	St. Clair	. 18,596	1

Construction Indicator s, All Counties—(Cont'd) Estimates of Occupied Dwelling Changes and Lumber-Bldg.-Hdwre. Sales

STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (900)	Aver. Annual Change Occupied Dwelling Units 1954-'58 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardward Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'85 (06)	STATE AND COUNTY	Lumber-Building Materials-Hartware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'56 (00)	STATE AND COUNTY	Lumber-Building Materiale-Hardware Sales, 1854 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'55 (00)
langamon	16,513	6.2	Madison	9,640	8.0	Clay	8,581	1.2	Washington	4,152	.2	Marshall	2,538	.2
Schuyler	1,686	.1	Marion	31,593	50.2	Clayton	4,655	.8	Wayne	1,982	.1	Meade	1,935	
Scott	1,287	.1	Marshall	3,871	2.3	Clinton	7,987	1.4	Webster	8,340	.4			
Shelby	3,827	.2				Crawford	4,329	.2	Winnelsago	4,016	.1	Miami	2,341	.2
Stark	1,715	.1	Martin	579	.1	Dallas	5,780	.2	Winneshiek	3,389	.2	Mitchell	1,952	.1
Stephenson	7,457	-4	Miami	3,326	1.3	Davis	972	.1	Woodbury	19,041	8.0	Montgomery	5,769	1.8
Tazewell	10,369	7.7	Monroe	3,027	2.4	Decatur	1,594	.1	Worth	2,010	,1	Morris	821	.1
Unian	1,893	.2	Mentgomery	3,811	1.3	Delaware	2,500	-1	Wright	5,849	.2	Mortan	736	
Vermillen	10,784	2.8	Morgan	3,646	2.2	Dea Moines	5,434	1.4			-	Nemalia	2,194	-1
Wabash	1,909	.1	Newton	3,151 5,394	.1	Dickinsen	3,755	.1	Total, above	400 070	40.2	Necsho	3,002	.2
Misses	4,145	2.2	Obio	359	1.2	Dubuque	11,459	2.5	Enuncies	492,676	48.3	Ness	1,121	.1
Warren	2,248	.1	Orange	1,534	.1	Emmet	4,351	.1		1		Nortan	1,763	-1
Washington	2,577	.2	Owen	678	.1	Fayette	3,966	.8	KANSAS			Osage	1,700	* 1
White	3,143	.2	Ouch	0.0	**	Floyd	4,327	.2	Allen	3,476	.2	Osharne	1,176	.1
Whitesido	10,188	2.4	Parke	1,998	.1	Franklin	2,902	.1	Anderson	1,346	.1	Ottawa	976	1
Will	12,775	10.2	Perry	973	.1	Fremont	2,058	.9	Atchingt	1.940	.2	Pawnee	3,809	.1
Williams	2,963	.8	Pike	842	.1	Greene	3,813	.1	Barber	1,972	.1	Phillips	1.786	1.1
Winnebage	21.813	12.4	Porter	4,815	4.3	Grundy	3,849	.1	Barton	7,783	3.3	Pottawatomie.	1,499	-1
Woodford	5,564	1.2	Posey	3,536	.2	Guthrie	3,407	.9	Bourbon	2.688	.2	Pratt	2,938	.1
			Pulaski	3,192	1.1	Hamilton	5,232	.2	Brown	2,476	.1	Rawlins	1.024	
Total, above			Putnam	6,285	1.2				Blatter		3.3	Reno	9,121	2.5
counties	778,582	396.2	Randolph	3,032	1.2	Harrisck	3,380	.1	Chase	626		Republic	953	.1
			Rigley	2,691	.2	Hardin	8,420	.2	Chautaugua	787	.1	Rice	3,451	.1
			Rush	4,729	.2	Harrison	3,717	.8						
INDIANA			1			Henry	3,860	.2	Cherokes	1,171	.2	Bibry	4,124	2 1
Adams	3,756	1.2	St. Joseph	23,498	20.8	Howard	3,250	.1	Chayenne	1,368		Rooks	2,635	-1
Allen	12,783	15.7	Scott	1,357	2.1	Humbeldt	3,894	.1	Clark	1.057		Rush	1,656	.1
Barthelomew	5,460	5.3	Shelby	4,519	1.3	lda	3,471	.1	Clay	2,805	.1	Russell	2,620	.1
flenten	3,476	.1	Spencer	1,588	.1	fewa	3,089	.1	Claud	3,372	.1	Saline	6,458	5.3
Blackford	1,609	.1	Starke	2,634	1.1	Jackson	2,762	.2	Coffey	953	.1	Scott	1,516	-
Boome	4,412	1.2	Steuben	3,207	1.2	Jaspor	6,022	.3	Comanche	517		Sedgwick	33,835	61.6
Begwn	351		Sullivan	2,567	.2				Cowley	5,018	1.3	Seward	4,084	1.1
Carroli	2,757	1.1	Switzerland	422	.1	Jeffersen	2,692	.1	Crawford	3,539	2.4	Shawnee	12,884	14.1
Cass	4,970	1.3	Tippecanoe	8,560	7.6	Johnson	5,850	2.3	Docatur	943	.1	Shiridan	876	
Clark	2,815	7.4	Tipton	2,480	.1	Jones	4,946	.2				-		
01	1 020		Heles	1,160		Keckult	4,034	.1	Dickinson	4,520	.2	Sharman	1,658	.1
Clay	1,938	.2	Union	9,610	14.5	Koesuth	6,589	.2	Deniphan	1,025	.1	Smith	1,189	.1
Clinton Crawford	5,545	1.3	Vanderburgh Vermillion	2,490	14.5	Lines	4,766 17,685	5.0	Douglas	1,378	4.3	Stafford	1,950	.1
Daviess	3,543	1.2	Vige	6,965	4.0	Louisa	1,662	.1	Elk	865	.1	Stanton	1,067	
Dearborn		1.2	Wabash	4,732	1.3	Lucas	3,513	.9	Ellis	2,852	1.1	Stevens	4,240	2.2
Decatur	1 2 2	1.2	Warren	1,286	.1	Lyon	4,343	.1	Elleworth	1,624	1.1	Thomas	2,861	.1
DeKalb	3,615	1.2	Warrick	2,691	1.2	aleministration.	1,010		Finney		.1	Trego	789	
Delaware	1	7.8	Washington	1,706	.1	Madison	2,333	.1	Ford	I Same	.2	Wautiaunwee	852	.1
Dubois	3,818	1.2	Wayne	8,302	4.6	Mahaska	4,212	.8	Franklin	3,010	.2	Wallace	858	1
Elkhart	12,501	5.8	Wells	3,770	1.2	Marion	4,152	.8					1	
	-	1	1		-	Marshall	6,410	.3	Geary	2,900	.2	Washington	1,842	.1
Fayette	2,102	2.2	White	3,646	.2	Mills	2,478	.1	Gove	858		Wichita	918	
Floyd	4,854	4.4	Whitley	3,895	1.2	Mitchell	3,725	.1	Graham	878		Wilson	1,332	.1
Fountain	1,823	.2	10.1			Menana	3,946	.1	Grant			Woodson	907	.1
Franklin		1.1	Total, above			Manrue	1,296	.9	Gray			Wyandotte	-14,387	12.5
Fulton		1.1	counties	424,791	276.0	Mentgomery	4,484	.1	Greeley	812			-	-
Gibson	5,720	.3				Muscatine	4,821	1.3	Greenwood		.9	Total, above		1
Grant	6,763	3.5							Hamilton	875		counties	294,512	163.5
Greens		.3	IOWA		1	O'Brien	6,524	.2	Harper		.1			
Hamilton	4,528	2.3	Adair	3,127	.1	Oscoola	2,481	.1	Harvey	3,573	1.2			
Hancock	2,427	1.2	Adams	1,504	.1	Page	5,601	.2				KENTUCKY		
		1	Allamakee	3,292	.1	Pale Altn	3,141	.9	Haskeit			Adair	736	.5
Harrison			Appanoose	1,644	.8	Plymouth	6,615	.2	Hodgeman			Allen	1,099	,1
Hendricks			Auduban	3,249	.1	Pocahentas	3,833	.1	Jackson		.1	Anderson	888	.1
Hanry			Beaton	5,872	.2	Palk	21,230	10.1	Jefferann		.1	Ballard	707	4.1
Howard			Black Hawk		6.9	Pettawaitamie	9,994	1 .6	Jewell		.1	Barren		1.2
Huntington		0.00	Boone,	4,112	.8	Powertiek	3,890	.2	Johnson		33.8	Bath	259	.1
Jackson			Bremer	5,858	.2	Ringgold	1,904	.1	Kearney			Bell	3,188	1 11
Jasper			Buchanan	4,229	.2	San .	5 070		Kingman		.1	Bourter		1.1
Jay			Buene Mate	8,714		Sac	5,678	.1	Kiowa		9.9	Bourton		1.4
Jefferson					.2	Scott	12,827	4.9	Labette	3,862	2.3	Boyd	2,433	1.4
Jennings	1,216	1.1	Butler		-1	Shelby		.1	Long	790		Bosto	2 440	.5
Informati	A 100		Calhoun		.1	Sieux		.8	Lane			Boyle	1,015	.1
Johnson			Carroll		.2	Story		1.4	Leavenworth		.7	Bracken		
Knox			Caes		1.1	Tama	5,531	.2	Lincoln		.1	Breathitt	889	3
Krischisko			Corre Corde		1.1	Taylor		.1	Linn		.1	Breckinridge	1	
Lagrange			Cerro Gorde		.4	Union	2,621	.1	Logan			Bullitt		
Lake		-			.1	Van Buren	1,350	.1	Lyon		1	Butler	1 850	
La Porte			Clarks	3,802	.1	Wapello	4,017 2,378	.4	McPherson			Caldwell		
Lawrence						Warren		.1	Marion	. 2,767				

Sales Management survey of Buying Power Proves that BUILDING IS DONE BUILDING IS DONE BUILDING PEOPLE LIVE WHERE ALL OVER AMERICA ALL OVER AMERICA

As close study of the "Survey of Buying Power" figures in this section clearly illustrates, building is done where people live. For instance, in Oklahoma where these figures show that dwelling units increased by 4.7% compared to the national average of 10.8%, the population growth was also below the national average (i.e., 2.7% population growth compared to the national average of 7.8%). In contrast, in California where the dwelling unit increase was 27.7% (compared to the national average of 10.8%) population growth was 21% (compared to the national average of 7.8%). Wherever population growth is above the national averages the increase in dwelling units, percentage wise, is similarly above the national average.

For decades the history of the building business shows that the distribution of the light construction dollar parallels our distribution of population. That is why 78% of the U.S. single family dwelling units are located in communities of less than 50,000, where 65% of total population lives (U.S. Census figures). All true market figures bear out these facts.

And PRACTICAL BUILDER figures show that its distribution of circulation coincides completely with this pattern. Convincing evidence that PB's audience of contractor-builders (largest in the industry) build where people live. This means that to reach all of the light construction market (residential, non-residential and the vast remodeling and repair market), the only sure way is through PRACTICAL BUILDER... the magazine that delivers the largest builder circulation, the largest builder readership, and the largest builder buying power... at the lowest cost.



Practical Builder

20 STATES WHERE 1950-54 DWELLING UNIT GROWTH WAS GREATER THAN THE 10.8% NATIONAL AVERAGE

STATE	% DWELLING UNIT GROWTH*	% OF POPULATION GROWTH** COMPARED TO NATL. AV. 7.8%
Arizona	43.7	33.3
California	27.7	21.0
Colorado	17.4	12.7
Connecticut	13.2	10.6
Delaware	18.8	15.2
Florida	37.1	28.5
Indiana	11.3	08.8
Kansas	13.2	09.0
Louisiana	13.6	10.2
Maryland	15.5	12.6
Michigan	14.1	11.0
Nevada	47.9	33.3
New Jersey	13.2	10.3
New Mexico	22.1	16.3
Oregon	12.2	10.0
Texas	16.5	12.4
Utah	14.1	11.4
Virginia	12.2	09.9
Wyoming	11.8	07.4

*See pages 104-121, this issue of Sales Management. **See pages 91-103, this issue of Sales Management.

the Blue Book of the Light Construction Industry

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INTERESTED IN THE COMMERCIAL AND

F. W. Dodge Corporation estimates that American commerce and industry will invest close to \$3.75 billions in new building projects in 1955—nearly 40% of the nation's total investment in all types of nonresidential building.

Your approach to this great market will be most effective when it is guided by these three basic market facts:

- 95% of the total dollar volume of all U. S. commercial and industrial building, large and small, is architect-engineer designed.
- The very large firm that is more or less continuously engaged in building depends on its own staff architects and engineers (building experts) to act for their management associates in the design of new buildings and the selection of building materials and equipment.

In so far as the building product salesman is con-

cerned, these staff architects and engineers are the owners of new commercial and industrial building projects. They are the men whom he must sell.

The average firm in commerce or industry enters the building market just once or twice in a lifetime. It is inexperienced in building design, technology, and building product specification. Therefore it relies on independent architectural and engineering firms (building experts) to design its buildings and to specify building materials and equipment.

Thus, the efficient and economical way to sell the tens of thousands of commercial and industrial firms of all sizes that enter the building market each year is to sell architects and engineers including (1) staff architects and engineers who actually are owners of building projects; (2) independent architects and engineers who act for owners.

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Canadian National Railways Canadian Pacific Railway Co. Capitol Airlines, Inc. Carbide & Carbon Chemical Co. Carborundum Co. Carnation Co. Carrier Corp. Ceco Steel Products Corp. Celanese Corp. of America Certain-teed Products Corp Champion Paper & Fibre Co. Chesapeake & Ohio Railway Co. Chrysler Corp. of Canada, Ltd. Cincinnati Gas & Electric Co. Cities Service Oil Co. Climax Molybdenum Co. Colgate-Palmolive Co. Colonial Williamsburg, Inc. Columbia Southern Chemical Co. Commercial Solvents Corp.

INDUSTRIAL BUILDING MARKET?

Consolidated Aircraft Corp. Consolidated Edison Co. Consolidated Gas, Electric Light & Power Co. Consolidated Paper Corp., Ltd. Continental Can Co. Continental Motors Corp. Continental Oil Co. Convair Cooper-Bessemer Corp. Corn Products Refining Co. Corning Glass Works Crane Co. Cutter Laboratories Dallas Power & Light Co. Dayton Rubber Co. Deere & Co. Delaware Power & Light Co. Detroit Edison Co. Detroit Steel Products Co. Diamond Alkali Co. Diamond Match Co. Douglas Aircraft Co. Dow Chemical Co. Dravo Corp. Duke Power Co. Dupont Co. of Canada, Ltd. Duquesne Light Co. Eastern Airlines, Inc. Eastern Gas & Fuel Associates Eastman Kodak Co. Electric Boat Co. Electro Metallurgical Co. Emery Industries, Inc. Equitable Gas Co. Erie Railroad Co. Esso Standard Oil Co. Ethyl Corp. Fairbanks, Morse & Co. Falconbridge Nickel Mines, Ltd. Ferro Corp.
Firestone Tire & Rubber Co. Firestone Tire & Rul Flintkote Co., Inc. Ford Instrument Co. Ford Motor Co. Ford Motor Co. of Canada, Ltd. Frisco Railway Co. Gaylord Container Corp. General Electric Co. General Foods Corp. General Motors Corp. General Motors of Canada, Ltd. General Petroleum Corp. Georgia Power Co. Georgia Power & Light Co. B. F. Goodrich Co. Goodyear Aircraft Corp. Goodyear Tire & Rubber Co. Granco Steel Products Co. Great Atlantic & Pacific Tea Co. Great Lakes Steel Corp. Great Northern Paper Co. Greenwood Mills Gulf Oil Corp.
Gulf Refining Co.
M. A. Hanna Co. Harshaw Chemical Co. Harshaw Chemical Co. Hausman Steel Co. Hercules Powder Co., Inc. Hershey Chocolate Corp. Holston Defense Corp. Joseph Horne Co. Hoover Co. Hoover Co.
Horton Steel Works, Ltd.
Houston Lighting & Power Co.
Hughes Aircraft Co.
Hughes Tool Co.
Humble Oil & Refining Co.
Illinois Bell Telephone Co.

Ingersoll Products Co. Ingersoll-Rand Co. Inland Steel Co. International Business Machines Corp. International Harvester Co. International Harvester Co. of Canada, Ltd. International Lubricants Corp. International Minerals & Chemical Corp.
International Paper Co.
Iowa Power & Light Co.
Johns-Manville Products Co. Johnson Service Co.
Jones & Laughlir Steel Corp.
Joy Manufacturing Co.
Kansas City Power & Light Co. Kawneer Co. Kellogg Co. Kennecott Copper Corp. Kimberly-Clark Corp. Koppers Co., Inc. Kraft Foods Co. Krait roods Co.
S. S. Kresse & Co.
S. H. Kress & Co.
Leeds & Northrup Co.
Lehigh Coal & Navigation Co.
Lehigh Portland Cement Co. Libbey-Owens-Ford Glass Co. Eli Lilly & Co. Linde Air Products Co. Link-Belt Co. Lockheed Aircraft Co. Los Angeles By-Products Co. Lukens Steel Co. Lukens Steel Co.
R. H. Macy & Co., Inc.
Magnolia Petroleum Co.
Glenn. L. Martin Co.
Marvin Manufacturing Co. Masonite Co. of Canada, Ltd. Mathieson Chemical Corp.
McColl-Frontenac Oil Co., Ltd.
McCrory Stores Corp. Mead Corp. Merck & Co., Inc. Mesta Machine Co. Metallic Building Co. Metro-Goldwyn-Mayer Pictures Michigan Bell Telephone Co. Minneapolis-Honeywell
Minneapolis-Honeywell
Regulator Co.
Minneapolis-Moline Co.
Minnesota Mining & Mfg. Co.
Minnesota & Ontario Paper Co.
Minnesota Power & Light Co.
Minnesota Power & Light Co. Mississippi Valley Structural Steel Co. Missouri Pacific Railroad Co. Monsanto Chemical Co. Morton Salt Co. Mountain States Telephone & Telegraph Co. Moynahan Bronze Co. Nashville Electric Service National Broadcasting Co. National Carbon Co. National Cash Register Co. National Cylinder Gas Co. New England Power Service Co. New Jersey Bell Telephone Co. New Orleans Public Service

New York Central Railroad Co. New York Telephone Co. Niagara Mohawk Power Corp. Nickel Plate Railroad Co.

Norfolk & Western Railway Co. North American Aviation, Inc. Northern Electric Co.

Northern States Power Co. Northrop Aircraft, Inc. Northwestern Bell Telephone Co. Ohio Bell Telephone Co Ohio Edison Co. Ohio Power Co. Owens-Corning Fiberglas Corp. Pacific Gas & Electric Co.
Pacific Gover & Light Co.
Pacific Telephone & Telegraph Co. Pan American Refining Corp. Pan American Southern Corp. Pan American World Airways Paramount Pictures Corp., Inc. Penn Metal Co., Inc. J. C. Penney Co., Inc. Pennsylvania Power & Light Co. Pennsylvania Railroad Co. Pennsylvania Railroad Co.
Pepsi-Cola Co.
Peterson Window Corp.
Petrolite Corp.
Charles Pfizer & Co., Inc.
Philadelphia Electric Co.
Phillo Corp.
Phillips Petroleum Co.
Piaseeki Helicopter Corp.
Pittsburgh Corning Corp.
Pittsburgh-Des Moines Steel Co.
Pittsburgh-Plate Glass Co. Pittsburgh Plate Glass Co. Polaroid Corp. Portland General Electric Co. Procter & Gamble Co. Public Service Electric & Gas Co. Puget Sound Pulp & Timber Co. Pure Oil Co. Quaker Oats Co. Radio Corp. of America Ralston Purina Co. Remington Rand, Inc. Republic Aviation Corp. Republic Steel Corp. Reynolds Metals Co. H. H. Robertson Co. A. V. Roe Canada, Ltd. Saskatchewan Power Corp. Schenley Distillers, Inc. Scholl Manufacturing Co., Inc. Scovill Manufacturing Co. Sears, Roebuck & Co. Seiberling Rubber Co. Service Pipe Line Co. Shawinigan Water & Power Co. Sheffield Steel Corp. Shell Chemical Corp. Shell Oil Co., Inc. Sinclair Refining Co. Alexander Smith, Inc. Howard Smith Paper Mills, Ltd. L. B. Smith, Inc. Socony-Vacuum Oil Co., Inc. Sonoco Products Co. Southern California Edison Co. Southern California Gas Co. Southern Pacific Co. Southwestern Bell Telephone Co.

Southwestern Public Service Co. Sperry Corp. Sprague Electric Co. Square D Co. Standard Oil Co. of California Standard Oil Co. of Indiana Standard Oil Co. of Ohio Standard Oil Co. of Kentucky Stanolind Oil and Gas Co. Stauffer Chemical Co. St. Joseph Lead Co. Studebaker Corp. Sun Oil Co. Superior Oil Co. Surface Combustion Corp. Swift & Co. Sylvania Electric Products, Inc. Tappan Stove Co. Tennessee Eastman Co. Tennessee Gas Transmission Co. The Texas Co. Texas Eastern Transmission Corp. Texas Electric Service Co. Texas-Empire Pipe Line Co. Texas Gulf Sulphur Co., Inc. Texas Instruments, Inc. Texas Power & Light Co. Texlite, Inc.
Tide Water Associated Oil Co.
Timken Roller Bearing Co. Toledo Edison Co. Torrington Manufacturing Co. Trane Co. Trans-World Airlines Truscon Steel Co. Union Aluminum Co. Union Carbide & Carbon Corp. Union Electric Co. of Missouri nion Oil Co. of California Union Pacific Railroad United Aircraft Corp. United Airlines, Inc. United Electric Coal Co. United Gas Corp. U. S. Gypsum Co. U. S. Plywood Corp. S. Rubber Co. S. Steel Corp. U. S. Steel Supply R. T. Vanderbilt Co. Virginia Electric & Power Co. Walworth Co. John Wanamaker Warner Brothers Pictures Corp. Washington Water Power Co. West Pennsylvania Power Co. West Pennsylvania Power Co. West Virginia Pulp & Paper Co. Western Electric Co., Inc. Western Union Telegraph Co. Westinghouse Electric Corp. Wheeling Steel Corp. Williamette Iron & Steel Co. Wilson & Co., Inc. Wisconsin Electric Power Co. Wisconsin Telephone Co. F. W. Woolworth Co.



Architectural

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Construction Indicators, All Counties—(Cont'd) Estimates of Occupied Dwelling Changes and Lumber-Bldg.-Hdwre. Sales

STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver, Annual Change Occupied Dwelling Units 1954-35 (00)	STATE. AND COUNTY	Lumber-Building Materials-Hardware Sales, 1854 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'65 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (888)	Aver. Annual Change Occupied Dwelling Units 1954-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1854 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'56 (90)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1954: 35 (00)
Campbell	2,138	3.7	Muhlesberg	1,616	.8	Madinun	929	.1	Garrett	1.079	.1	Huron		1.3
Cartisle	452	.1	Natuon	1,910	,1	Morehouse	1,629	2.2	Harford	7,342	7.4	Ingham		17.8
Carrell	779	.1	Nichals	366	.1	Orienna	29,208	38.0	Kent	2,530	.1	losco	1	1.1
Garter	886	.9	Onio		.9	Ouachita	6,856	7.7	Montgomery	16,598	32.5	fron		.2
Casey	350	.1	Oldham		.1	Plaquemines	412	.1	Prince Georges.	13,541	45.8	Isabella		1.2
Christian	3,852	1.3	Owen	94	.1	Pointe Coupee	876	.1	Queen Annes	2,688	.1	Jackson	. 13,288	7.9
Clark	2,569	.2	Owsley	163		Ragides	4,757	8.7	St. Marys	1,507	6.2	Kalamazoo	. 15,221	12.1
Clay	448	.9	Perdieton	522	,1				Samersel	935	.2	Kalkaska	. 257	
Clinton	199	.1	Perry	1,344	1.7	Red River	448	.9	Tailet	2,950	1.2			
Crittenden	679 288	.1	Pike	2,522	.5	Richland	1,662	.1	Washington	5,584	4.7	Kent		24.6
Comberland	6,252	2.5	Pulashi		.7	St. Bernard	1,181	2.1	Wicomico	3.597	2.3	Lake	1	
	-,			-,		St. Charles	412	.1	Warcester	2,117	1.2	Lapeer		2.3
Edmonson	183	.1	Robertson	217		St. Helena		.1		-		Leelanau		.1
Elliott			Rockcastle	383	.1	St. James	466	.1	Total, above			Lenawee	8,858	5.6
Eatill	247	.1	Rowan	688	-1	St. John	563	.1	esunties	141,847	211.6	Livingston		2.2
Fayette	9,661	4.8	Russell	608	.1	St. Landry	7,339	3.6				Luce		
Fleming	724	.9	Scott		-1	St. Martin	1,360	.2				Mackinac		.1
Flayd	1,547	1.7	Shelby	1,185 2,152	.1	Ct Mary	6,864	2.3	******			Macomb	28,314	39.7
Franklin	2,785 1,123	.2	Simpson	811	.1	St. Mary St. Tammany	1,227	1.2	CHUSETTS			Manietee	1,423	1.2
Fulton	193	.1	Taylor	1,628	.1	Tanginahoa	2,788	3.4	Barmitable	9,741	4.5	Marquette		2.4
Garrard	1,008	.1	Tacki	1,182	.1	Tensas	1,243	.1	Berkshire	8,531	4.1	Mason		.2
	1,000					Terrebonne	3,710	3.3	Bristol	20,899	14.3	Mecosta	2,042	.2
Grant	784	.1	Trigg	639	.1	Union	543	.1	Dukes	524		Menominee	1,552	.2
Graves	1,600	3.3	Trimbin	253		Vermilian	3,899	.3	Essex	34,334	19.5	Midland	3,783	3.3
Grayson	897	.1	Union	1,575	.1	Vernon	685	1.2	Franklin	4,037	2.5	Missaukee		.1
Green	447	-1	Warren	3,702	.7	Washington	1,803	1.3	Hampden	28,638	20.1	Monroe		7.7
Greenup	635	.2	Washington	1,094	-1	Webster	2,700	1.3	Hampshirn	5,711	3.7	Montcalm		2.3
Hanerick	168 3,017	5.3	Wayne Webster	1,615	.1	West Baton			Middleses	51,146	47.8	Prontmorency.,	1,206	
Hardin	2,627	1.6	Whitiey	1,886	.8	Rouge	542	.1	Nantucket	398		Muskegon	11,097	12.1
Harrison	1,430	.1	Watte	180		West Carroll	871	.1	Norfolk	28,420	30.3	Newaygo		1.2
Hart	1,743	.9	Woodford	743	.1	West Felicians	102		Plymouth	14,611	11.7	Oakland		75.7
						Winn	430	.1	Suffolk	30,288	22.3	Oceana		1.1
Henderson	3,575	2.3	Total, above						Worcester	34,512	22.5	Ogemaw		.1
Henry	1,119	.1	counties	173,632	101.5	Total, above				-		Ontonagon	1,127	.1
Hickman	484	.1				counties	188,188	209.5	Total, above			Osceola		1.1
Hopkims	3,603	.3							counties	271,790	203.1	Oscoda		
Jackson	21,667	36.3	LOUISIANA Acadia	5,415	1.4							Otsogo		6.6
Jemarnine	724	.1	Allen	715	1.1	MAINE			MICHIGAN			Ottawa	. 11,000	0.0
Johnson	666	.2	Ascension	1,948	.2	Androscoggin	4,927	.7	Alcona	828		Presque Isle	1,732	-1
Kenton	5,889	7.0	Assumption	232	.1	Arnostouk	12,792	2.7	Alger	453	.1	Roscommon		1.1
Knott	97	.9	Avoyelles	1,872	.3	Cumberland	11,295	2.4	Allegan	6,486	2.4	Saginaw	14,941	10.3
			Beauregard	479	1.1	Franklin	1,699	.2	Alpena	1,948	1.2	St. Clair		6.8
Knex	864	.8	Bienville	468	.9	Hancsek	1,023	1.3	Antrim	1,675	.1	St. Joseph	5,336	2.3
Luren	1,082	-1	Bostief	1,939	3.3	Kennebic	6,854	.6	Arenac	1,257	.1	Sanitae		.3
Laurel	1,142	.2	Caddo		14.5	Knex	1,873	.8	Baraga	964	.1	Schoolcraft Shiawasses		2.4
Lawrence	680 169	.9	Calcasieu	12,328	18.8	Oxford	2,291	.1	Barry	3,193 8,224	5.7	Tuscola	1	2.4
Leein	107	.1	Caldwell	74	.1	Penebscot	4,943	.8	BayBenzie	1,392	.1	Van Buren		3.4
Letcher	1 1110	.8	Cameron	285						1,000				
Lewis	233	.1	Catahoula	654	.1	Piscataquis	1,150	.9	Berrien	19,377	15.1	Washtenaw	15,013	11.1
Lincoln	1,003	.9	Claiborne	1,089	.2	Sagadahoc	848	.2	Branch	4,192	2.3	Wayne		169.7
Livingston	229	.1	Concordia	402	.1	Somerset	1,985	.7	Calhoun	11,651	11.1	Wexford	2,131	1.2
		-	De Soto	1,097	.8	Wabda	734	8.	Cass	3,237	3.3	Water of		-
Logan	2,396	.2	East Batum	14 000	20.0	Washington	1,110	.7	Charlevoix	1,405	.1	Total, above	638 702	500 a
Lyon		25.0	Flooge	14,086	39.5	York	6,379	.8	Chippewa	1,523	1.2	counties	638,793	529.3
McGracken	197	35.6	East Feliciana	108	.1	Total, above			Clare	814	1.1			
McLean		.1	Evangeline	2,493	1.2	counties	82,381	5.2	Clinton	4,648	2.3	MINNESOTA		
Madison	2,173	1.2							Crawford	188	-	Altkin	1,213	.9
Magoffin		.9	Franklin	2,013	.2							Aneka	1,206	5.3
Marion		.1	Grant		.1				Delta	2,047	.3	Becker		.2
Marshall		1.1	Iberia		2.3	MARYLAND		1	Dickinson	3,057	.2	Beltrami		.2
Martin	204	.1	Iberville		.2	Allegany	4,079	2.7	Eaton	5,567	3.4	Benton		-1
		1	Jackson		.1	Ame Arundel	8,257	14.9	Emmet	2,681	.1	Big Stone		.1
Mason	1,186	.1	Jefferson		36.0	Baltimore	43,254	74.2	Genesee	34,850	26.4	Blue Earth		1.3
Meade	757	2.1	Jefferson Davis.	4,030 5,568	1.2	Carolina		1.1	Gladwin	1,054	.1	Cariton		.2
Mercer		.1	Lafayette	6,191	2.3	Caroline		2.3	Grande Traverse		1.2	Carver		.1
Metcalfe	474	1	La Salle	642	1.1	Cecil		3.3	Gratiot	6,884	1.3		-	
	1	1		1		Charles		2.2	Hillodale	5,008	4.3	Cass	1,865	7.1
Mooree	010													
		2.1	Linroln	846	1.2	Dorchester	3,022	.2				Chippewa	4,222	.1

See page 91 for explanation of Italicized figures under "Occupied Dwelling Units."

Construction Indicators, All Counties—(Cont'd) Estimates of Occupied Dwelling Changes and Lumber-Bldg.-Hdwre. Sales

STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sa es, 1954 (900)	Aver, Annual Change Occupied Dwelling Units 1854-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver, Annual Change Occupied Dwelling Units 1954-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Handware Sales, 1954 (000)	Aver, Annual Change Occupied Dwelling Units 1954, 35 (00)
Clay	7,919	3.2	Waterwan	4,869	.1	Rankin	215	.2	Holt	1,971	.1	Wright	1,134	.1
Clearwater	1,401	.1	Wilkin	2,487	.1	Soutt	2,636	.1	Howard	1,289	.1		-	-
Cook	87		Winona	5,624	1.3	Sharkey	1,590	.1	Hawell	1,530	1.2	Total, above		****
Crow Wing	4,651	.1	Wright Yellow Medicine	6,199 4,703	.2	Simpson	469 532	.1	Jackson	481 44,232	32.3	counties	320,987	183.8
Dakota	4,738	3.4	TOHOW WINGHIS	4,700		Stone	438		Jasper	6,070	2.8			
Dodge	2,800	.1	Total, above			Sunflower	3,328	.6				MONTANA		
			counties	436,159	114.4	Tallahatshie	736	.8	Jefferson	3,040	3.3	Beaverhead	1,040	.1
Douglas	5,676 7,570	.2				Tale	878 632	-1	Johnson	2,107 755	2.2	Big Horn	1,596	.1
Fillmore	5,678	.2				Tippah	032	.1	Laciedo	1,490	1.2	Broadwater	745	*
Freeborn	8,871	1.3	MISSISSIPPI			Tishomingo	210	.1	Lafayette	3,976	.2	Carbon	1,168	.1
Goedhue	6,543	.3	Adams	3,062	1.3	Tunica	680	.1	Lawrence	2,098	.2	Carter	525	
Grant	3,323 52,265	35.0	Amits	1,611	.2	Union	1,005	.2	Lincoln	1,131	.1	Cascade	7,778	5.1
Houston	2,597	.1	Attaia	1,783	.8	Warren	2,594	6.3	Linn	1,534	.2	Custer	3,108	1.1
Hubbard	1.047	.1	Benton	313	.1	Washington	6,379	2.6	Livingston	3,163	.1	Daniels	1,621	
leanti	1,708	.1	Bolivar	3,611	.5	Wayne	565	.1						
	4 200		Calheun	707	.9	Webster	707	.9	McDunald	811	.1	Duwson	3,299	.1
ltasca	4,398	4.3	Carvell	206 918	.1	Wilkinson	1,306	.1	Madison	1,573	.1	Pallon	1,137	1.1
Kanabec	1,159	.1	Choctaw	242	.1	Wenteren	1,000		Maries	179	.1	Fergus	3,682	1.1
Kandiyohi	7,981	1.2			1	Valobusha	468	.1	Marion	3,535	.3	Flathend	6,476	1.3
Kittson	2,035	.1	Claibarne	964	.1	Yazoo	1,368	.2	Murcur	1,049	.1	Gallatin	5,029	1.5
Koochiching	1,779	-1	Clarke	593	-1	Total about	-	-	Miller	816	.1	Garfield	177	
Lac Qui Parle	3,956 461	1.1	Clay	1,044	2.4	Total, above	112,486	49.0	Mississippi	2,940 1,405	.2	Glacier	1,871	
Lake of the			Copiah		.8		112,100		Monroe	2,070	.1	Granite	371	
Woods	710		Covington	529	.1									
Le Sueur	4,382	.2	De Soto	684	8.	MISSOURI			Montgomery	1,535	.1	Hill	2,489	
Lincoln	2,924	1	Franklin	1,757	3.4	Adair	1,685	.2	Morgan	787	.1	Jefferson	159	
Lyon	7,178	.1	George	713	.1	Andrew	2,449	1.1	New Madrid	3,455 1,500	1.3	Judith Basin	1,248	
McLead	7,785	1.2				Audrain	3,671	1.2	Nodaway		.2	Lewis and Clark.	2,409	1.3
Mahnemin	1,019		Greene		.1	Barry	1,664	.2	Oregon		.1	Liberty	715	
Marshall	3,457	.1	Grenada	1,152	.1	Barton	1,813	.1	Osage	545	.1	Lincoln	344	1.
Martin Meeker	4,898 5,362	.1	Harrisen	438 8,275	22.8	Benton	1,640	.2	Pemiscot	319 2,653	.1	McCone Madison	841 451	3.1
Mille Lacs	2,050	1	Hinds		12.2	Bollinger	877	.1	Perry	1,841	1.3	Meagher	190	
Morrison	3,446	.2	Holmes		.8	Boons	3,917	1.4						
Mower	9,190	1.3	Humphreys	1,363	.9				Pettis	3,457	2.3	Mineral		
Manney	3,710	.1	Issaquena	302		Bucharan	7,895	2.9	Pheips	2,076	2.2	Missoula	3,757	2.
Murray	2,824	1.1	Itawamba	1,806	5.3	Butler	2,385	2.3	Pike	1,855	1.1	Park	1,886	1
Nubles	7,233	.2		1,500	-	Callaway		1.2	Polk	951	.1	Petroleum	78	
Norman	3,375	.1	Jasper	365	.1	Camden	614	.1	Pulaski		.1	Phillips	1,328	
Olmsted	8.080	1.4	Jefferson	167	.9	Cape Girardeau.		1.3	Putnam	538	.1	Pomlera	2,941	
Otter Tail Pennington	7,487 2,410	.4	Jefferson Davis Jenes	389 2,718	3.5	Carrell	2,751	.1	Randolph	637 2,279	.1	Pewell	86 509	
Pine	1,656	.9	Kemper	299	.9	Cass	3,623	.2	Ray	2,142	.2	Prairie	622	
Pipestone	5,775	.1	Lafayette	607	.1	Cedar		.1	1				-	
Polk	7,661	.3	Lamar		.1		1	1	Reynolds	34		Ravalli	1,270	
	0.405		Lauderdale	2,433	1.5	Chariton	2,146	.1	Ripley	356	.1	Flichland	2,773	
Page Ramsey	2,435 17,937	21.1	Leake	340 803	.1	Christian		.1	St. Charles St. Clair	3,857	2.3	Roosevelt	4,428 963	
Red Lake	1,295	21.1	EDBKO	000		Clay		10.5	St. Francois	3,290	1.3	Resebud	329	
Redwood	6,974	.2	Lec	3,381	.3	Clinton		.1	St. Louis	68,887	81.4	Sheridan	1,969	
flonville	6,471	.2	Lefters	5,160	.6	Cole	2,892	1.3	Ste. Genevieve.	1,239	.1	Silver Bow	2,148	4,
Rice	4,851	1.3	Lincoln	950	.2	Cooper		.1	Saline	3,300	.2	Stillwater	1,261	
Rock	3,367	.1	Madison		1.3	Crawford		.1	Schuyler	588 774	1	Sweet Grass Teton	2,659	
St. Louis	12,828	7.8	Marion		.2	Dallas		1	dentanti	114	.1	16000	2,000	
Scott	2,559	.1	Marshall	596	.2	-			Scott	5,229	1.3	Toole	1,379	
ON AND LINE			Manree		.3	Daviess	1,164	.1	Shannon	39	.1	Treasure	706	
Sherburne	1,145	1 1	Montgomery Neshaha	819 814	.1	De Kajb		.1	Shelby	1,237	.1	Valley	2,321	
Stearns	11,739	2.5		014	.6	Dent		.1	Stone		1.3	Witaux	617 309	
Stoele	5,152	1.2	Newton	1,287	.2	Dunklin	5,510	1.4	Sultivan		.1	Yellowstone	10,901	8.
Stevens	3,531	.1	Noxubee	978	.9	Franklin	3,792	1.3	Taney		.1			
Swift	5,787	.1	Oktibbeha		.2	Gasconade	1,565	2.1	Texas		.2	Total, above		1
Todd	3,691 2,670	.2	Panela		.8	Greens		.1	Vernan		.2	counties	100,572	31.
	3,877	1	Perry		.2	Greene	9,726	6.0	Warren	854	.1			
Wabsaha						1.	1		C. 000					
Wabasha	2,871	.1	Pike	2,254	.3	Grundy	1,519	.1	Washington	598	.1	NEBRASKA		1
		1.1	Pike		.3 .9 .1	Grundy Harrisen	1,655	1	Washington Wayne Webster	643	.1	NEBRASKA Adams Antelope	4,286	2.

See page 91 for explanation of Italicized figures under "Occupied Dwelling Units."

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111:



asks Better Homes & Gardens

What are the <u>facts</u> about magazine influence with the home-building families of America?

If you spend money in magazine advertising - as you should - to reach the home-building families of America, you want the maximum return on your investment.

And you'll agree, we feel sure, that the power to produce, of any magazine, with these families depends not only on how many it reaches, but also on the influence it has with them.

So, when you hear or read statements about the influence of a magazine with home-building families, better ask, "Says who? What are the facts and figures behind these claims?"

Now you would naturally conclude that Better Homes and Gardens—by its very title and its 4,000,000 ABC circulation—must reach a whale of a lot of homebuilding families.

But how many—and at what cost—compared to other magazines?

What do the figures show?

On the following pages, we give you the

figures of a mail survey conducted by the F. W. Dodge Corporation, the universally accepted authority on statistics of the building trades. The survey was made among families building newhomes for their own occupancy—homes costing over \$8,000.

The national sample was large enough, and distributed so as to leave no doubt as to its accuracy and validity. The F. W. Dodge Corporation surveyed 1,000 home-building families in the 37 Eastern States—and 293 in the 11 Western States, using sample developed by Bee Angell & Associates.

The returns were 82%—well above the minimum generally regarded as sufficient to insure validity.

This 1954 survey was the sixth successive time that Better Homes and Gardens came up on top. The other surveys were conducted in 1938, 1940, 1941, 1946, and 1948, all by F.W. Dodge in the 37 eastern states.

The charts which follow are extremely

important to anyone wishing to reach families building new homes. They show not only which magazines are read—but also which magazine would be preferred by both husband and wife IF IT WERE THE ONLY ONE AVAILABLE DURING THE PERIOD OF PLANNING AND BUILDING THEIR NEW HOME!

How much more money must you spend for just a little more coverage?

You should also study the duplication figures. See how completely BH&G covers your home-building market; how alone BH&G can carry the entire advertising load in the most effective way and with the most efficient expenditure of advertising dollars. Then ask yourself the question, "Can I afford the high cost for the little additional coverage I can buy after I use BH&G?"

The answer becomes inescapable— Better Homes and Gardens is far-andaway the one magazine you need to reach and influence the new homebuilding families of America?

MAGAZINE READERSHIP

Since 1938, BETTER HOMES & GARDENS has been read most among all families building new homes!

QUESTION: "Which of the following magazines are read regularly every issue—in your home?"

		- RANKING	OF MAGAZINES	(Per 100 New Hom	e Builders)	
July,	1938	March, 1940	February, 1941	December, 1946	October, 1948	November, 1954
BH&G.	58	BH&G61	BH&G68	BH&G66	BH&G68	BH&G66
GH	53	GH49	Life 51	Life 56	Life54	Life44
AH	45	AH48	GH47	GH38	GH.,36	GH32
Life	38	Life48	AH46	AH37	LHJ35	AH29
LHJ	38	LHJ40	LHJ40	LHJ36	ÄH34	LHJ29
SEP	38	WHC38	WHC38	SEP34	SEP33	SEP28
WHC	37	McC37	SEP34	WHC32	WHC29	НВ25
McC	36	Coll33	McC33	Time29	НВ27	WHC24
Coll	31	SEP32	Coll30	Coll26	Time 26	McC23
Time	29	AM 26	H&G26	McC26	McC26	Look
AM	27	Cosm26	Time25	НВ22	Coll21	H&G19
Cosm	26	Time25	AM25	H&G20	H&G20	Time18
Pic. R	26	H&G24	НВ23	AM17	AM15	Coll16
H&G	25	нв21	Cosm.:20	Cosm16	Cosm11	Parents'12
НВ	21	RB15	RB	RB10	RB 9	Living 10
RB	14	Contract Inc.		A Contract of the		Sunset 9
Percentage Base No. of Replies)	2,286	1,395	1,479	1,078	1,000	1,002
etal Question- aires Mailed	10,000	5,000	5,023	4,558	4,987	1,293
iomes Costing Over	\$4,000	\$4,000	\$4,000	\$6,000	\$6,000	\$8,000

Better Homes and Gardens leads all magazines! And, even more important, note how BH&G has the biggest lead of all in this latest 1954 survey.

Notice how the relative positions of other magazines rise and fall—how their percentages fluctuate so widely—but how small are BH&G fluctuations—how BH&G is always on top.

Almost 7 out of 10 families building new homes read Better Homes & Gardens regularly!

†For their own occupancy

MAGAZINE PREFERENCE

Since 1938, BETTER HOMES & GARDENS has been preferred most among all families building new homes!

QUESTION: "If only one of the magazines were available to you during the period of planning and building your new home, which would you, as husband and wife, select?"

July, 1	938	March, 1940	February, 1941	December, 1946	October, 1948	November, 1954
BH&G	35	BH&G41	BH&G48	BH&G53	BH&G56	BH&G58
AH	24	AH23	AH19	AH11	нв11	НВ12
GH	13	НВ10	H&G10	нв10	AH10	AH11
НВ	11	GH10	НВ 9	GH 8	GH 5	Living 4
H&G	10	H&G 9	GH 7	Life 4	H&G 5	H&G 4
Time	2	Time 2	Life 2	H&G 4	Life 2	GH 3
McC	2	WHC1	Time 1	LHJ 2	LHJ 2	Sunset 2
LHJ	1	Life 1	LHJ 1	Time 2	Time 2	Life 2
AM	1	LHJ 1	SEP 1	SEP 2	SEP 2	LHJ 1
WHC	1	AM 1	McC 1	WHC 1	WHC 1	WHC 1
Life	1	SEP 1	WHC*	Coll 1	McC 1	SEP 1
SEP	1	McC*	AM*	McC 1	AM 1	Coll *
Coll	*	Cosm *	Coll *	AM 1	Cosm 1	McC*
Cosm	*	Coll*	Cosm *	Cosm *	Coll *	Parents' *
RB	*	RB	RB*	RB*	RB*	Time *
Pic. R	*					Look *
e. of Replies)	2,040	1,328	1,394	1,024	1,000	1,003
al Question- res Mailed	0,000	5,000	5,023	4,558	4,987	1,293
mes Costing	4,000	\$4,000	\$4,000	\$6,000	\$6,000	\$8,000

*Less than 0.5 percent

Here is the really big pay-off! Because here is where sales are born—the actual period of planning and building the new home.

Notice that BH&G has a bigger lead over the next magazine than in any year the survey was conducted. Notice that BH&G is rated almost five times more important than the next magazine.

With almost 6 out of 10, BH&G has more families in this category than all 15 other magazines combined!

†For their own occupancy.

The duplication chart shows that BH&G covers 66% of your new home-building market—and that the most you can add is 13% unduplicated coverage at a cost of up to \$20,000—not far from double the cost of BH&G alone!



MAGAZINE COVERAGE AMONG FAMILIES BUILDING NEW HOMES

		PA	GE	RA	TE	S	9
--	--	----	----	----	----	---	---

Magazine	Total Coverage of BH&G	Unduplicated Coverage of each Other Magazine When Added to BHAG	Total Coverage of EH&G plus Unduplicated Coverage of each Other Magazine	Black and White Page Rate of BH&G plus rate of each other magazine when added to BH&G*	Black and White Page Rate ² for each individual magazine
BETTER HOMES & GARDENS	66		66%	\$12,800	\$12,800
	Duplicated by BH&G		www.	ille ge	
LIFE	a1	13	79	33,150	20,350
GOOD HOUSEKEEPING	. 24	8	74	23,050	10,250
AMERICAN HOME	20	9	75	22,670	9,870
LADIES' HOME JOURNAL	20	9 -1	75	27,400	14,600
SATURDAY EVENING POST	20	8	74	29,600	16,800
HOUSE BEAUTIFUL	20	5	71	16,550	3,750
WOMAN'S HOME COMPANION	16	8'	74	25,680	12,880
Mc CALL'S	16	7	73	26,590	13,790
LÓOK	16	6	72	26,880	14,080
HOUSE & GARDEN	16	3	69	15,750	2,950
TIME	12	6	72	21,845	9,045
COLLIER'S	10	6	72	25,500	12,700
PARENTS'	8	4	70	19,390	6,590
LIVING FOR YOUNG HOMEMAK	CERS	2	68	16,050	3,250
SUNSET	6	3	69	15,400	2,600
Better Homes & Gardens alone of the families building new ho The addition of any other mage 2 percent to 13 percent unduplic families, at very high cost per fi	mes. uzine will add from cated home-building	Percentages a 1,002 who a question.	re based on the replied to the	*Rates currently February 8, 11 SOURCE: Star Data, January	odard Rate &

Construction Indicators, All Counties—(Cont'd) Estimates of Occupied Dwelling Changes and Lumber-Bldg.-Hdwre. Sales

STATE AND COUNTY	Lumber-Building Materials-Hardwan Sales, 1964 (900)	Aver. Armual Chang Occupied Dwelling Units 1954-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver. Annual Chang Occupied Dwelling Units 1954-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1964 (000)	Aver. Annual Change Occupied Dwelling Units 1854-'85 (96)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1864 (008)	Aver. Annual Change Occupied Dwelling Units 1954-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1964-55 (90)
Danner			Reck	900		Gloucester	7,913	0.8	Cortland	4,002	1.3	Cabarrus	1,916	1.5
Blaine	2,457		Saline	3,041	-1	Hudeon	18,760	18.5	Delaware	4,267	1.4	Caldwell	2,171	2.3
Box Butto	4,500	1.1	Sarpy	1,269	2.1	Hunterden	7,180	2.4	Dutchees	12,397 53,953	3.0 43.6	Carteret	746	2.2
Boyd			Scotte Bluff	8,217	1.3	Mercer	15,807	16.8	Essex	1,224	.3	Caswell	165	.1
Brown	1,912	120	Seward	2,811	-1	Middlesex	20,113	22.3	Franklin	3,403	.3	Gatawba	2,848	3.5
Buffalo		1.2	Sheridan	2,506	.1	Monmouth	27,758	27.1	Fulton	4,342	- 1.5	Chatham	1,406	.2
Burt		1	Sherman	1,071		Morris	14,792	16.4	Ganesse	5,600 2,714	1.4	Cherokee	554	,1
Gass		-1	Stanton	1,006	-1	Passais	24,689	19.0	Greene	4,714	.2	Chowan	821	1
			Carolina Sal			Salem	4,410	3.4	Hamilton	383		Clay	228	
Cedar		-1	Thayer	2,277	-1	Somerest	11,011	10.8	Herkimer	3,544	1.8	Cleveland	3,790	1.4
Charry		-1	Thomas	1.502		Suesex	3,335	2.3	Jefferson	8,506	1.7	Columbus	2,021	1.3
Cheyenne		1.1	Valley	-	-1	Union	32,704	32.5	Lowis	54,297 2,174	11.9	Craven	1,959	10.6
Clay	1,849	1	Washington	3,122	.1	Warren	5,748	3.5	Livingston	3,839	.3	Currituck	278	
Colfax		.1	Wayne		1	100000000000000000000000000000000000000	-		Madison	4,985	2.4	Dare	294	
Cuming	3,486	.1	Webster	1,907	-1	Total, above			Monree	31,544	24.3	Davidson	4,700	2.1
Dakota		.8	Wheeler	137 2,188	.1	counties	338,304	384.6	Mentgemery	5,880 70,988	1.8 285.2	Davie	986	.1
Dawes	2,343	-1	100							10,000	20012	Duplin	1,841	.:
			Tetal, above				N 110		New York	51,036	11.1	Durham	8,622	5.1
Dewson	6,128 2,238	1.2	counties	254,711	46.5	NEW MEXICO			Ningara	23,560	12.6	Edgecombe	1,759	
Deuel	2,425	.1				Gatron	17,645 112	30.4	Oneida	15,367 24,353	7.8	Forsyth	8,411	11.3
Dodge	7.178	2.3				Chaves	7,402	7.4	Ontario	8,586	1.5	Gaston	6,330	6.1
Douglas		17.5	NEVADA			Golfax	1,215	.1	Orange	15,385	3.3	Gates	237	
Dundy			Churchill	633		Gurry	4,784	3.2	Orleans	3,842	1.3	Graham		
Fitimore	1,600	.1	Clark	7,577	33.6	De Baca	291		Oawege	5,836	2.6	Granville	853	
Frontier	865	.1	Douglas	1,057	1.1	Dona Ana Eddy	4,371 5,240	3.3	Oteogo	5,018 3,545	2.5	Greene	151	
Furnas	2,106	.1	Esmeralda	1,007	1.1	Grant	1,613	1.2	Fundin	0,010		Gullford	11,562	12.1
			Euroka	87		Guadalupe	130		Queens	67,096	100.1	Halifax	3,473	
Gago		.2	Humboldt	808					Renweelaer	4,789	5.1	Harnett	2,705	1.3
Garden	530		Lincoln	73 147		Harding	300 285	1.0	Richmond	9,107 6,920	6.5	Haywood	1,985	1.3
Gosper		00	Lyon	542		Loa	8,747	9.3	St. Lawrence	6,154	1.8	Henderson	2,530	.1
Grant	342					Lincoln	579		Saratoga	6,075	3.7	Hoke	145	.1
Greeley	1,397		Mineral	116	4.1	Los Alamos		2.1	Schenectady	13,847	9.3	Hyde	96	
Hall		2.3	Nyo	123		Luna	1,002	1.1	Schoharie	3,166	1.2	Iredell	2,700	1.
Hamilton		.1	Ormeby	181		McKinley	106	2.2	Schuyler	1,939 2,572	.1	Jackson	320	
Hayes	71	-	Storey	73		Otere	1,501	3.1	-	-,		Johnson	2,572	1
			Washoo	4,480	10.5	Quay	1,785	1.1	Steuben	8,490	2.8	Janes	127	
Hitchceck	1,298	-1	White Pine	1,107	2.1		-		Suffolk	43,043	63.6	Lee	1,622	1.
Hooker		.1	Total, above			Rio Arriba	3,262	1.1	Sullivan Tloga	8,008 2,351	1.4	Lincoln	3,201	1.3
Howard		.1	counties	17,825	51.4	Sandoval	206	.1	Tompkins	5,338	5.5	McDowell	1,053	1.
Jefferson	2,808	.1				San Juan	4,898	4.1	Ulater		2.8	Macon	751	
Jehneon		.1				San Miguel	804	.2	Warren	6,054	1.3	Madison	890	
Kearney		-1	NEW	1.7.5	-	Santa Fe	2,877	2.3	Washington	3,758	.4	Martin	1,613	15.
Keith	1,910	.1	HAMPSHIRE			Socorre	327	.1	Wayne Westchester	7,057 44,325	30.3	Mecklenberg	13,981	10.
Kimball		1	Belknap	2,264	.2	Taos	514	.1			-	Mitchell	214	
4			Carroll	1,310	.1	Torranso	445	1	Wyeming	3,216	.3	Montgomery	1,049	
Knox		.1	Cheshire	2,202	.7	Major	lone		Yates	1,397	.2	Moore	2,701	
Lincoln		7.1	Grafton		1.3	Union Valencia	621	1.1	Total, above			New Hanover	5,311	1.
Logan		1.2	Hillsborough		4.3	V SIPOTICIMA	740	1.1	counties	793,875	727.1	Northampton	592	
Loup			Merrimack	3,192	.8	Total, above	-					Onslow	806	5.
McPherson			Rockingham		1.6	counties	73,500	83.5				Orange	2,282	2.
Madison		1.2	Strafford	4,110	1.4				NORTH			Pamfico	1,938	1.
Morrill		.1	OMNIVON	2,007	.8				CAROLINA			rasquotani	1,000	
Nanco		1	Total, above			NEW YORK			Alamance	5,460	4.5	Pender		
	1.00		countles	38,427	8.3	Albany	13,886	9.2	Alexander	287	.1	Porquimans	168	
Nemaha						Allegany		1.4	Alleghany	210	.1	Person	1,198	1
Nuckolls		1	4,00			Broome	19,444	7.0	Anson	1,146	.1	Pitt	2,934	1.
Pawnee			NEW JERSEY			Cattaraugus		2.7	Avery		.1	Randolph	5,044	1.
Perkine			Atlantic	9,367	6.2	Cayuga		1.6	Boaufort		.2	Richmond		1
Pholps	2,734		Bergen		91.3	Chautauqua	13,849	6.3	Bertio		.2	Robeson	5.327	2.
Pierce			Burlington		The second	Chemung		4.8	Bladen		.2	Rockingham		2.
Polk			Camden		21.6	Clinton		1.3	Brunewick	213	1.1	Rowan	3,308	2.
Red Willow			Cumberland				2,020		Buncombo	6,532	4.0	Rutherford	2,727	
									Burke	2,495	2.3	Sampson	1,385	

See page 91 for explanation of italicized figures under "Occupied Dwelling Units".

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Construction Indicators, All Counties—(Cont'd) Estimates of Occupied Dwelling Changes and Lumber-Bldg.-Hdwre. Sales

STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1864 (900)	Aver. Annual Charge Occupied Dwelling Units 1984-16 (00)	STATE AND COUNTY	Lumber-Building Materiale-Hardware Salee, 1864 (008)	Aver, Annual Change Occupied Dwelling Units 1864-166 (60)	STATE AND COUNTY	Lumber-Building Materials Hardware Sales, 1854 (000)	Aver. Annual Change Occupied Dwelling Units 1854-155 (60)	STATE AND COUNTY	Lumber-Building Materiale-Hardware Salee, 1954 (000)	Aver, Annual Change Occupied Dwelling Units 1984-55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1984 (000)	Aver. Annual Change Occupied Dwelfing Units 1954-156 (86)
Scotland	1,968	1.2	Stuteman	6,807	1.2	Morgan	786	.1	Jefferson	1,006	.9	Linn	10,506	7.5
Stanly	3,507	1.3	Towner	1,802	W. C.	Morrow	1,600	1.1	Johnston	347	1	Malheur	6,500	.2
Stokee	006	.1	Traili	4,190	.1	Muskingum	6,338	3.6	Kay	6,739	1.4	Marion	10,746	4.9
Surry	3,779	1.3	Walch	5,794	.1	Nobie	820	.1	Kingfisher	3,818	.1	Morrow Multnomah	1,341	30.7
Swain	1,282	1.1	Ward	10,418	1.3	Ottawa	4,845	2.3	Latimer	356	.1	Polk	2,900	.2
Tyrrell	186		Wells	2,696	1	Paulding	1,680	.1	Le Flore	1,002	.7	Sherman	892	-
Union	3,672	1.8	Williams	10,963	9.2	Perry	1,720	.2				Tillamook	2,412	2.2
					-	Pickaway	5,282	1.2	Lincoln	2,491	.8	Umatitia	8,071	5.4
Vance	1,757	.2	Total, above			Pike	3,199	7.2	Logan	2,043	.2			
Wake	5,544	10.0	counties	163,568	14.8	Portage	8,264	4.5	Love	249		Union	3,119	.2
Warren	634	-1	The section.	771-12	mild	Preble	3,723 4,006	1.2	McGlain McGurtain	1,160	.9	Wallowa Wasco	1,491 3,243	3.2
Washington	443 630	.1				Putnam	10,558	6.8	McIntoeh	1,267	.8	Washington	6,585	8.6
Watauga	8,565	1.4	ОНЮ	111111111111111111111111111111111111111	-	ristings	10,000	0.0	Major	1,724	.1	Wheeler	52	0.0
Wilkes	2,620	1.3	Adame	2,070	1.2	Ross	5,493	2.4	Marshall	686	.9	Yamhili	5,178	.3
Wilson	2,973	.4	Alten		5.8	Sandueky	5,422	1.4	Mayes	2,061	.1			
Yadkin	844	.2	Ashland		1.3	Sciote	5,337	11.8	Murray	1.036	.1	Total, above		100
Yancoy	1,824	.1	Ashtabula		3.7	Seneca		2.5	110000000000000000000000000000000000000		10	counties	174,921	130.8
			Athens	2,840	.3	Shelby	2,762	1.2	Muskogee	4,640	1.5			
Total, above			Auglaize		2.3	Stark	28,416	18.4	Noble	2,161	.1	PENN	1	
counties	222,406	187.6	Belmont		1.7	Trumball	48,657 13,972	27.6	Nowata Okfuskee	1,615	.1	PENN- SYLVANIA	1 1 1	1
		1	Bottler	2,314	11.3	Tuscarawas	5,220	2.6	Oklahoma	1,463	34.1	Adams	5,397	1.3
			Carroll		1.2	Union	2,887	1.2	Okmulgee		.6	Allegheny	78.882	33.3
NORTH	-		-		1		-,	1	Osage		.7	Armstrong	5,789	1.6
DAKOTA			Champaign	3,936	1.2	Van Wert	4,853	1.2	Ottawa		.7	Beaver	13,044	5.4
Adams	1,498		Clark	9,878	7.0	Vinton	834	.1	Pawnee	982	.9	Bedford	2,186	.3
Barnes	3,532	.9	Clermont		3.4	Warren	4,608	3.3	Payne	5,193	1.4	Berks	20,987	4.1
Benson		.9	Clinton	5,202	1.2	Washington	2,269	1.4				Blair	7,687	.1
Billings			Columbiana		4.9	Wayne		3.5	Pittsburg		.7	Bradferd	3,480	.4
Bottineau		.9	Coshocton		1.3	Williams		1.2	Pontotec	2.407	8.	Bucks	20,951	60.6
Bowman			Crawford Cuyahoga		75.1	Wood	7,423	1.2	Pottawatomie		.4	Butler	8,036	2.8
Burke		1.2	Darke		1.4	wyanust	3,014	1.2	Roger Mills	431	.9	Cambria	9,459	1.5
Cass		3.5	Defiance		1.2	Total, above			Rogers		.2	Gameron	832	.1
Cavaller		.9		0,000	-	counties	784,046	475.1	Seminole	2,331	1.7	Carbon	3,286	.6
	-	-	Delaware	3,244	1.2				Sequoyah		.9	Centre	5,525	1.5
Dickey	2,402	.1	Erie	6,952	3.5				Stephens	5,055	3.3	Chester	15,600	5.2
Divide	1,570		Fairfield		2.5	5			Техав	4,489	2.1	Glarion	3,170	.3
Dunn			Fayetto		1.2	OKLAHOMA						Clearfield	5,087	1.4
Eddy			Franklin	40,828	36.4	Adair	852	-1	Tillman		.9	Clinton	2,440	.3
Emmons		- 1	Fulton		1.2	Alfalfa	2,135	.9	Tuisa		21.4	Columbia	4,935	1.6
Golden Valley	1,485	Marie II	Gallia	1,501 3,782	2.2	Atoka	1,270	.9	Wagoner Washington	1,750	1.3	Grawtord	12,367	1.0
Grand Forks	8,478	2.3	Greene		6.5	Bockham	3,133	.0	Washita	1,705	.9	Cumberland	7.857	8.8
Grant			Guerneey	2,433	.3	Blaine		.9	Woods	3,349	.1	Dauphin	13,157	6.7
Griggs				1 7000	150	Bryan	1,597	.8	Woodward	1,027	.1	Delaware	20,774	33.8
	1		Hamilton	80,467	42.7	Gaddo	3,510	.7		_		Elk	802	.3
Hettinger		1.30	Hancock		2.4	Canadian	2,887	.2	Total, above	33.5	131	Erie	18,819	10.8
Kidder	1,092		Hardin		1.2	Carter	3,676	2.3	counties	229,838	59.7	Fayette	14,075	.6
La Moure	3,078	.1	Harrison		.2							Forest	233	
McHenry			Henry		1.3	Cherokee	796	.1				Franklin	6,186	2.6
McInteeh		.9	Hocking		.2	Cimarren	1,156		OREGON			Greene	1,797	.3
McKenzie			Holmes		1.1	Cleveland	3,086	2.3	Baker	916	.1		1,700	
McLean		.1	Huren		2.3	Coal	235	-	Benton		3.3	Huntingdon	2,063	.3
Mercer		.1	Jackson		1.2	Comanche	8,512	7.8	Clackamas	7,278	8.8	Indiana	5,800	.4
Morton		1.1				Cotton	1,425	.1	Clatsop		2.3	Jeffersen	3,058	.6
			Jefferson		1,8	Craig	1,264	.1	Columbia		.2	Juniata	1,206	.1
Mountrail		.1	Knex		2.3	Creek		1.7	Coos		8.5	Lackawanna	8,986	1.0
Nefsen			Lake		9.7	Custer	2,808	.8	Crook		.1	Lancaster		2.8
Oliver			Licking		2.4	Delevere	396		Curry		1.1	Lawrence	8,743 6,471	5.7
Pierce		-1	Licking		3.6 1.3	Delaware		1	Deschutes		11.5	Lehigh	14,288	4.6
Fiamony		.1	Lorain		12.3	Ellis		.1		-	1	Luzerne	21,760	5.1
Ransom		.1	Lucas		22.5	Garfield	13,133	3.8	Gilliam	1,817	11140	W. W. W.	1	1111
Renville	1,600		Madison		1.2	Garvin	4,435	.2	Grant		.1	Lycaming	4,963	2.5
Plichland		.9	Minhoning		12.1	Grady	3,483	3	Harney	1,297	.1	McKeen		.5
Ploiette		.1		-	1	Grant	1,972	.1	Hood River		.1	Mercer		3.0
10000001	1.62		Marion		3.5	Greer		.1	Jackson		8.6	Mifflin		
Sargent	1,213		Medina		3.4	Harmon	721	.1	Jefferson		1.1	Monree	3,539	1.3
Sheridan			Moige		.2	Harper	867	19-5	Josephine		3.3	Montgomery Montour	26,518	18.8
	306		Mercer		3.6	Haskell	920	.1	Klamath		.1	Northampton	18,865	3.8
Sioux	40													
Steps	4,982	.1	Miami		.1	Hughes		1 1	Lane		18.2	Northumberland.		1.1

See page 91 for explanation of italicized figures under "Occupied Dwelling Units."

C SM, 1955.

Construction Indicators, All Counties—(Cont'd) Estimates of Occupied Dwelling Changes and Lumber-Bldg.-Hdwre. Sales

STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1964 (600)	Aver. Annual Change Occupied Dwelling Units 1954-766 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1954-35 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1864-'55 (00)	STATE AND COUNTY	Luesber-Building Materials-Hardware Sales, 1984 (000)	Aver. Annual Change Occupied Dwelling Units 1954-15 (90)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (500)	Aver. Annual Change Occupied Dwelling Units 1954-'85 (90)
Philadelphia	70,443	60.1	Newberry	1,242	.2	Perkins	2,140		Lawrence	2,409	.2	Bowie	4,837	3.5
Piko	739	.1	Oconee	1,562	.3	Potter	1,900		785		171101	Brazoria	7,791	9.4
Potter	887 8,522	.1	Orangeburg	2,855	1.4	Roberts	2,998	.1	Lowis	350				
Snyder	1,516	.2	Pickens	1,173	.3	Sanborn Shannon	1,202		Louden	1,731	1.2	Brazos	4,622	2.3
Somerset	5,463	.8	Richland	9,273	13.1	Spink	3,536	.1	McMinn	1,299	.2	Briscoe	712 850	.1
Sullivan	354	100	Saluda	192	.1	Stanley	136	111111	McNairy	543	.1	Brooks	2,540	1.1
Susquehanna	2,292	.2	Spartanburg	8,343	4.1	Sully	879		Macon	443	.1	Brown	2,112	.2
Tioga	805	1.2	Sumter Union	2,371 1,478	2.4	Todd	200		Marion	4,239	1.6	Burleson	862	.9
			Williameburg	1,059	.3	Tripp	2,031	.1	Marshall	1,111	.1	Caidwell	1,776	.9
Venange		.8	York	6,209	3.5	Turner	3,646	.9	Maury	2,582	.7	Cathoun	1,648	1.1
Warren	2,773	.3	w			Union	2,485	.1	30.0	122	-	Callahan	439	.1
Washington Wayno	14,628	2.7	Total, above counties	109,064	99.1	Walworth Washabaugh	1,416	.1	Meigs	1,905	.2	Cameron	19 000	
Westmereland	24,721	0.5	- Countres	100,007	35.1	Yankton	3,596	.1	Montgomery	5,480	2.3	Camp	13,286	22.0
Wyoming	2,167	.1	100		1	Ziebach	488	1000	Moore	84		Carson	1,555	.1
York	14,872	7.7				2	-		Morgan	401	.1	Cass	2,169	.8
Total, above			SOUTH			Total, above	146 040	24.7	Obion	2,851	.8	Castro	2,230	
	841,431	301.3	Armstrong			counties	146,249	24.7	Overton	586 239	.1	Cherokee	1,997	.1
		-	Aurora	758		NO. YOU		1	Pickett	107		Childress	2,013	.1
	1 120	10	Beadle	4,627	.2	S. Leci	1	-	Polk	368	.9	Clay	897	.9
RHODE	100		Bennett	479		TENNESSEE		1	1 Sta. 1			Cochran	1,661	1.0
ISLAND		1	Bon Homme Brookings	2,391 4,295	.9	Anderson Bedford	1,009	.4	Putnam	1,604	1.2	Cotto	201	
Bristol	1,215	1.2	Brown	7,290	1.3	Bentan	371	.1	Rhea	1,241	.1	Coleman	361 2,486	.9
Kent	6,430	7.7	Brule	2,343	***	Bledses	210	-	Robertson	1,532	.8	Collin	5,308	.7
Newport	2,943	4.5	Buffalo	118	1-12-0	Blount	2,511	3.4	Rutherford	3,466	1.3	Collingsworth	1,870	.1
Providence Washington		9.8	Butto	3,462	.1	Bradley	3,298	1.2	Scott	48	.1	Colorado	4,532	-1
watenington	4,000	3.4	Campbell	675		Campbell	1,748	.2	Sequatchie	1,653		Comal	2,275	1.1
Tetal, above			Charles Mix	4,998	1.1	Carrolt	1.897	.1	Shelby	26,751	31.0	Comanche	1,592	.9
counties	44,721	26.6	Clark	2,815	.1	Carter	2,712	1.3	Smith	717	.9	Cooke	3,102	.8
		2017	Ctay	2,214	1.1			1	155	1	- 447	Coryell	1,196	.9
	1		Corson	1,101	1.2	Cheatham	636	.1	Stewart	9,169	7.8	O-min	846	
SOUTH	1 44		Custer	352	1	Claiborne	549	.2	Sumner	1,292	.2	Crane	176	1.0
CAROLINA	1	the state of	Davison	3,214	.1	Clay	204	.1	Tipton	2,315	.2	Crockett	1,084	
Abbeville	1,017	.2	Day	2,457	.1	Cocke	1,501	.9	Trouedale	723		Croeby	2,004	.1
Alken	2,217 867	27.6	Deutl	1,416	.9	Constatt	1,148	2.2	Unicoi	645	.1	Culberson	153	-
Anderson	The second	.7	Dewey	995		Crockett	1,211	.9	Van Buren	53	.1	Dallas	1,741 63,275	100,1
Bamberg	871	.1	Douglas	1,892		Davidson	20,832	13.7	Warren	2,923	.2	Dawson	4,246	2.2
Barnwell	735	6.2	Edmunds	2,143		Decatur	271	.1	Washington	6,653	1.4	Deaf Smith	3,850	1.1
Beaufort Borkeley	773 603	1.2	Fail River	1,041	1.1	De Kalb	529		Ware	200		Neita	660	.9
Calhoun	486	.1	Grant	2,283	.1	Dickson	790	.1	Wayne Weakley	1,797	.8	Denton	3,206	.7
Charleston	9,760	11.3	Gregory	2,006	.1	Dyer	3,194	.7	White	328	.1	De Witt	3,916	.2
		-	Haakon	818	1171	Fayette	850	8.	Williamson	1,540	.8	Dickens	1,456	
Cherokee	1,309	.2	Hamlin	2,100 1,246	.1	Fentress	419	-1	Wilson	1,883	.2	Dimmit	1,363	1.1
Chesterfield	1,380	.2	reand	1,240	-	Franklin	1,803	.4	Total, above			Donley	978 1,182	.1
Clarenden	586	.2	Hanson	922		Giles	1,077	.8	counties	202.341	83.8	Eastland	2,476	.8
Celleton	1,361	.2	Harding	153		Grainger	57	.1			17006	Ector	7,724	14.4
Darlington	2,583	1.3	Hughes	2,512	1	Greene	2,155	.3	100	1 100	departs.	Edwards	158	200
Derchester	1,982	.2	Hutchinsen	4,000	.1	Grundy	221		TEYAS		-	Ellia	4,912	.6
Edgefield	1,002	.1	Jackson	385	-	Hamblen	2,101	1.2	Anderson	1,984	.8	El Paso	14,002	34.6
Fairfield	340	.1	Jerauld	1,006		Hamilton		4.7	Andrews	237	3.1	Erath	2,151	.8
(C)	A 040		Jones	1,052		Hancock	95	.9	Angelina	3,310	1.3	Fallo	1,915	.8
Florence Georgatown	1,298	1.2	Kingsbury	2,670 3,481	-1	Hardeman	- market	.1	Arkaneas	442		Fannin	2,170	1.8
Greenville		9.4		0,401	.9	Hardin	1,101	.1	Archer	404 435	.1	Fisher	3,040 1,481	.8
Greenweed	3,354	.3	Lawrence	867	.9	Haywood	1,108	.8	Atascosa	2,115	.1	Floyd		.1
Hampton		-1	Lincoln	2,938	.1	Hendersen	671	.9	Auetin	1,659	.1	Foard	971	
Herry		2.4	Lyman	1,155		Henry	1,143	.8	Bailey	1,911	.1	Fort Bend	4,086	.2
Jasper Kershaw		.1	McCook McPherson	1,216	.1	Hickman	384	.1	Bandera	538	127	Franklin	70	1.0
Lancaster		1.2	Marshall	1,280	.1	Houston	56		Basirop	1,083	.1	Freesigne	1,131	.9
Laurens	2,514	.3	Meade	1,063	1.1	Humphreys	233	.1	Baylor	1,171	.1	Frie	1,298	1.1
les les	-		Mollette	159	CYD	Jackson	84	.1	Bee	2,228	1.1	Gaines	1,436	.1
Lexington	782 1,744	2.3	Minor	1,963	2.0	Jefferson	880	.1	Bell	7,430	11.6	Galvesten	12,803	13.0
McCormick	74	2.3	Minnehaha	13,082	3.6	Knex	15,634	9.8	Blanco	87,224 A72	32.9	Garza	1,596	
Marion	2,824	1.2	Moody	1,963	.1	Lake	930	.1	Borden	472	-	Glaspoock	2,173	.1
Mariboro	1,711	.8	Pennington	7,865	18.4	Lauderdale	2,128	.2	Bosquo	1,829	.9	Goliad	901	

See page 90 for explanation of italicized figures under "Occupied Dwelling Units."

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Construction Indicators, All Counties-(Cont'd)

Estimates of Occupied Dwelling Changes and Lumber-Bldg.-Hdwre. Sales

STATE AND COUNTY	Lumber-Building Materiale-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1964 (000)	Aver, Annual Change Occupied Dwelling Units 1964-'56 (00)	STATE AND COUNTY	Lumber-Building Materiale-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1964-'55 (90)	STATE AND COUNTY	Lumber-Building Materiale-Hardware Sales, 1954 (900)	Aver. Annual Change Occupied Dwelling Units 1964-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1864 (000)	Aver. Annual Change Occupied Dwelling Units 1954-35 (99)
Gonzales	2,801	.9	Martin	472	7	Tyler	800	.1	Chittentien	4,549	3,5	Louisa	1,192	.1
Gray	3,954	.2	Mason	317		Upehur	1,150	.9	Franklin	2,481	.2	Lunenburg Madison	1,849	.1
Grayeen	5,926	.6	Matagorda	3,839	1.2	Upton	1.053		Grand lale	210	**	Mathews	202	
Gregg	6,818	2.5.	Maverick	1,731	1.1	Uvalde	2,487	1.1	Lamoille	717	.1	Mecklenburg	1,891	1.2
Grimes	1,480	.9	Medina	1,015	1.1	Val Verde	1,160	1.1	Orange	997	.1	Middlesex	801	.1
Guadalupe Hale	2,680	3.2	Menard	540 5,631	13.3	Van Zandt	1,897	3.3	Orleans	2,008	.2	Monegomery	2,955	3.3
Hail	3,451	.1	Milam		1.8	Walker	873	.1	Washington	2,401	.4	Nansemend	2,749	1.3
Hamilton	1,476	.1	Mills	648	-	Waller	1,186	.1	Windnam	2,385	.2	Nelson	197	.1
Hansford	2,071		Mitchell	2,050	.1	Ward	1,672	2.1				New Kent	101	
Hardeman	2,041	1	Montague	1,919	.9	Washington	1,607	8.	Windser	2,477	1.3	Newport News	9,446	21.2
Hardin	1,078	1.2	Montgomery	734	.2	Webb	3,816	4.4	Tetal, above			Norfolk Northampton	21,913	46.5
Harris	98,840	161.8	Moore	2,671	7.1	Wharton	6,662	1.3	counties	27,389	8.8	Northumberland,	517	.1
Harrison	4,011	.7	Morris	726	.1	Wheeler	2,157	.1				Nottoway	2,053	1.1
Hartley		1	Motley	910		Wichita	9,090	18.9				Orange	1,459	.1
Haskell	2,161	-1	Nacogdoches	1,940	8.	Wilbarger	3,785	.2				Pago	596	.1
Hays	1,554	1.1	Navarro	3,225	1.7	Williameon	4,484	4.2	VIRGINIA Accomack	2 788	11	Datelely	212	
Hendersen		1.8	Nolan	2,824	1.2	Wilson	1,030	.1	Albamaria	2,789 5,686	1.3	Patrick	5,137	5.7
Hidalgo	18,026	20.2	Nueces	17.237	32.5	Winkler	1,950	2.1	Alleghany	1,882	1.2	Powhatan	314	
Hil	2,935	.8	Ochiltree	2,780	1.1	Wise	1,190	.9	Amelia	319	11441	Prince Edward	942	.1
Hackley	6,803	4.2	Oldham	556		Wood	2,281	.8	Amherst	97	.1	Prince George	1,358	2.2
Hood	463	1	Orange	9 809		Vookum	0.41		Appomattox	643	.1	Princess Anne	2,177	6.3
Hopkins	2,200	.8	Palo Pinto	2,803 1,894	1.2	Young	2,579	.9	Arlington	15,056 3,717	30.9	Prince William Pulaski	1,200	1.1
Houston	1	8.	Panola	1,951	.9	Zapata	197		Bath	-1.11		Rappahannock	1,200	-
Howard		2.2	Parker	2,292	.2	Zavala	2,023	1.1	Bedford	836	.2	Richmond	386	-
Hudepeth		1.0	Parmer	1,370	-			-	3			STATE THE		
Hunt	4,085 3,274	0.3	Pecos	1,704	.1	Total, above		700 7	Bland	100		Roanoko	7,651	8.1
frion	163	0.0	Polk	1,113	17.8	counties	891,165	788.7	Botetourt Brunswick	180	.1	Rockbridge	1,863 4,161	1.2
Jack	892	.9	Presidie	513	10.0	4 1 4 1 1 1			Buchanan	1,327	2.2	Russell	1,031	.2
Jackson	1,400	.1	Rains	224					Buckingham	211	.1	Scott	480	.2
	-			1	1	UTAH			Campbell	8,084	3.6	Shonandeah	1,313	.2
Jasper	776	1.1	Randall	3,312	5.1	Beaver	507		Carolina	292	-,1	Smyth	1,961	1.2
Jefferson	1	17.7	Real	1,178		Box Elder	4,195	1.2	Charlotte	220	1.2	Southampton	1,406 3,174	1.2
Jim Hogg	498		Red River	1,337	.8	Carbon	1,626	2.2	Charles City			Stafford	117	1.1
Jim Wells	5,083	2.2	Reeves	2,000	2.1	Daggett		100		11 1		10 TO 10 THE	1 33	
Jahnson	3,170	.3	Refugio	995	.1	Davis	2,008	6.3	Chesterfield	327	4.4	Surry	178	
Karnes	3,650	.2	Robertson	185 1,748	.9	Ducheans	814	-1	Clarke	808		Sussex	1,072	2.3
Kaufman	2,721	1.8	Roekwall	610	.,,	Garfield	112 222		Craig	3,191	.1	Warren	2,205 638	1.1
Kondall	099	-	Runnels	2,012	.1	Grand	-		Cumberland	99		Washington	4,749	2.4
		1							Dickenson	1,002	1.1	Westmoreland	883	-,1
Kenedy		1 - 5	Rusk	3,208	1.7	Iron	1,456	.1	Dinwiddia	2,100	1.	Wiss	1,787.	2.4
Kert	128		Sabine		.1	Juab	893		Essex	460	4	Wytho	1,739	1.2
Kimble		-1	San Augustine	252	.9	Millard	1,341	-1	Fairfax	2,794 3,207	15.0	Yerk	370	1.1
King	88	-	San Patricio	5,292	2.3	Morgan	1,041		I maqueet	0,100		Total, above		-
Kinney			San Saba	1,284	.1	Pluto		-10	Floyd	106	.1	counties	191,642	217.1
Kleberg	2,704	4.2	Schleicher	480		Rich	62		Fluvanna				1	
Knox	1,577	.1	Sourry	4,210	8.2	Salt Lake	18,186	22.4	Franklin	1,009	.2	WASHINGTON	1	
Lamb	4,202	1.2	Shackelford	1,278	1 1	San Juan Sanpete	1,720	.1	Frederick	1,542	1.3	Adams	2,761	1.1
	1		Grandy	1,410		and are	1,120	-	Gloucester	986	.1	Asotin	888	-1
Lampasas	1,453	.1	Sherman	1,639	1	Sevier	1,415	.1	Goochland	106		Benton	5,813	13.5
La Salie	408	.1	Smlth	7,370	1.6	Summit	257		Grayson	1,113	.2	Chelan	5,000	1.4
Lavaca		.8	Somervell	180		Tooole	997	4.1	Greene			Clailam	1,983	.2
Leen		.1	Starr	302 875	1.1	Utah	768 9,010	8.6	Greensville	1,395	.1	Glark	5,619 1,313	3.8
Liberty	4,935	1.2	Sterling	220	1	Wasatch	1,049	0.0	Halifax	1,598	1.3	Cowiltz		3.5
Limestone		1.8	Stonewall		1-	Washington	802	.1	Hanover	708	1.2	Douglas		1.1
Lipscomb		100	Sutton	153	belley !	Wayno	84	100 MB	Henrico	12,605	18.4	Forry	226	
Live Oak		.1	Swieher	3,048	.1	Websr	10,763	9.7	Henry	2,250	2.3	Franklin	9 700	200
Llano	504	1	Tarrant	45,646	104.8	Total above		-	Highland	2 014		Garfield	3,703	7.2
Loving		1	Taylor	9,711	8.6	Total, above counties	63,734	55.5	James City	1,214	1.1	Grant		6.2
Lubbock	23,272	31.0	Torrell	74	-	- Countries - Coun		20.0	King and Queen		1	Grays Harbor	2,253	.5
Lynn	1,810	.1	Terry		1.1	1		1000	King George	217	1	island	1,110	2.1
McCulloch		1.1	Threckmerten	263	1			175	King William	1,108	.1	Jefferson	522	.1
McLennan		7.1	Titus		.1	VERMONT	4		Lamantan	980		King		9.8
McMullen	83 785	.9	Tom Green		8:8	Bennington	1,730	.1	Lee	350 894	.1	Kittitas	4,798 2,265	.2
Marion	318		Trinity	801	.9	Caledonia	2,363	.2	Loutioun	2,282	.1	Klickitat	1,815	.1

See page 91 for explanation of italicized figures under "Occupied Dwelling Units",

O SM, 1955.

Construction Indicators, All Counties-(Cont'd)

Estimates of Occupied Dwelling Changes and Lumber-Bldg.-Hdwre. Sales

STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1854 (000)	Aver. Annual Change Occupied Dwelling Units 1954-756 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardwart Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1984-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardward Sales, 1854 (000)	Aver. Annual Change Occupied Dwelling Units 1954-'55 (00)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (000)	Aver. Annual Change Occupied Dwelling Units 1954-35 (90)	STATE AND COUNTY	Lumber-Building Materials-Hardware Sales, 1954 (600)	Aver. Annual Change Occupied Dwelling Units 1954-76 (90)
.ewis	5,168	.4	Hancock	2,603	.2	Wirt			Kewaunee	2,230	.1	Winnebage	9,156	4.8
incoln	5,780	.1	Hardy	95	.1	Wood	5,654	.5	La Crosse	6,807	3.6	Wood	7,693	2.4
Mason	590	1.1	Harrison	5,162	1.4	Wyoming	526	1.2	Lafayette	4,635	.1	1000		
Okanogan	1,918	.2	Jackson	878	.1				Langlade	2,968	.2	Total, above		6533
Pacific	1,628	.2	Jefferson	894	.1	Total, above		1000	Lincoln	3,323	.2	counties	428,934	129.5
Pend Oreille	L 486	.1	Kanawha	11,467	2.8	counties	79.963	8.1	Manitowec	7,158	2.6			-
Pierce	13,841	21.4						-	Marathon	9,535	2.6		1.	
San Juan	387		Lewis	1.057	9				Marinette	3,388	.3			
Skagit	5.974	.4	Lincoln	211	.1				Marquette	1,204	.1	WYOMING		
Skamania	113		Logan	2,000	.8	WISCONSIN			Milwaukee	43.248	36.4	Albany	1,500	1.2
OMAINMINE	110		McDowell	562	1.4	Adams	897	.1	Intimatakoo,	10,210	30,1	Big Hern	2.030	.1
Snohomiah	9,245	16.2	Marion	3.817	.4	Aghland	1.896	.1	Monroe	4.248	1.2	Campbell	1.166	
Spokane	19.073	19.2	Marshall	1.353	1.7	Barron	7,455	.3	Ocosto	3.219	.2	Carbon	1.248	1.1
Stevens	1.241	.2	Mason		.2	Bayfield	710	.1	Oneida	2,908	.2	Converse	914	
Thurston	2,145	1.4	Mercer	1.881	.5	Brown	9.196	5.8	Outagamie	12,706	4.7	Crook	517	
Wahkiakum	101	1.4	Mineral	452	.8	Buffaio	1,962	-1	Ozaukoe	4,365	1.2	Frement	5.068	1.5
Walla Walla	6,503	2.3	Mingo	2,588	.3	Burnett	1,120	.1	Pepin	1,593	-1	Goshen	3,271	.1
Whatcom	9,927	.6	mingo	2,008	.0	Calumet	3,696	.1	Pierce	3,886	.2	Hot Springs	1,131	
		1	Af-nomelle	9 100		Chippewa	5,655	1.3			.2	Johnson	817	
Whitman		.7	Monongalia		.4	The state of the s		1	Polk	1	1	Jennsen	917	
Vakima	18,320	7.2	Monroe	489	.1	Clark	5,849	.2	Portage	2,885	.3	Laurente	2 402	
-			Morgan	542	.1	- W			Price	1,760	.1	Laramie	3,623	6.4
Total, above			Nicholas	796	.2	Columbia	7,168	1.3	no. do			Lincoln	763	.1
counties	207,781	164.4	Ohio	5,401	.4	Crawford	2,220	.1	Racine	14,770	6.0	Natrona	4,960	8.3
			Pendleton	98	.1	Dane	27,288	9.4	Richland	3,519	.1	Niobrara	920	
		10 23	Pleasants	269		Dodge	9,146	1.5	Rock	14,474	4.8	Park	3,224	1.1
WEST		10.33	Pocahentas	184	.1	Door	3,963	.2	Rusk		.1	Platte	1,255	-1
VIRGINIA			Preston	931	.2	Douglas	2,266	.4	St. Croix		1.2	Sheridan	2,786	.2
Barbour	246	.1	Putnam	134	.1	Dunn		.2	Sauk		1.3	Sublette	679	
Berkeley	2,013	.8				Eau Claire	5,665	2.5	Sawyer		.1	Sweetwater	1,678	.1
Beene		.2	Raisigh			Florence			Shawano		.3	Teten	556	
Braxion		.9	Randolph			Fend Du Lac	11,543	2.5	Sheboygan	11,311	2.7			
Brooke		.8	Ritchle			La Transport			Taylor	2,096	1	Uinta	810	
Cabell		2.9	Roane			Forest	985	.1		1		Washakie	2,249	.1
Calhoun		.9	Summers			Grant		1.3	Trempealeau	3,636	.2	Westen	1,611	1.1
Clay		.1	Taylor			Green	7,464	.2	Vernen	3,784	.2	Yellowstone		1
Doddridge		.1	Tucker	212		Green Lake	4,683	.1	Vilas		.1	National Park.		
Fayette	1,836	1.5	Tyler	184		lowa	3,455	.2	Walworth	9,969	3.4		-	
			Upahur	886	.1	Iron		.1	Washburn	1,377	.1	Total, above		
Gilmer	. 112	.9	Wayne	246	1.2	Jackson			Washington		2.3	counties	42,776	21.3
Grant	. 540	.1		1		Jefferson	9,240	1.4	Waukesha	13,886	9.7			1
Greenbrier	1,648	.7	Webster	469	1.	Juneau	3,178	.1	Waupaca	7,892	.3	Maria de la composición dela composición de la composición dela composición dela composición dela composición de la composición dela composición de la composición dela composición de		Galle
Hampshire	463		Wetzel	1,350	.9	Kenoeha	10,652	4.7	Waushara	2,505	.1	Total, U.S.A 1	3.065,74	710,025

See page 91 for explanation of italicized figures under "Occupied Dwelling Units".

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The county is undoubtedly the best and most flexible geographic unit available for the definition of market areas, and has the unique virtue, unlike the metropolitan area or the city, that all counties account for 100 per cent of the nation. For this reason, any marketing breakdown of the nation is usually done along county lines.

The 1950 Census tabulated results for 3,070 counties, 29 independent cities, the District of Columbia, and parts of Yellowstone National Park in Idaho, Montana and Wyoming. SALES MANAGEMENT considers Yellowstone National Park as a single county, as well as the District of Columbia, and includes all independent cities with the proper parent county.

Thus, the independent city of Baltimore is included with the county of Baltimore, the independent city of St. Louis is included with St. Louis county, and similar treatment is given to all the independent cities of Virginia. In this way, we established 3,072 basic county units accounting for the U.S. totals in 1950.

However, the following changes in county definitions have taken place since April, 1950. Armstrong county in South Dakota has lost its separate identity, and has been merged with Dewey county, reducing the total county count to 3,071. In 1952, the counties of Elizabeth City and Warwick of Virginia elected to change their status to that of independent cities, entitled respectively Hampton and Warwick. In effect, we now have the three independent cities of Hampton, Warwick and Newport News, constituting a single metropolitan area, but with no parent county to throw them into. Since we wish to retain the additive property of Virginia counties, we have grouped those three cities into a new county designation, which we call Newport News. This county has no legal existence, but permits the counties of Virginia to add up to the Virginia state totals.

The total count of counties in the 1954 Survey is therefore 3,070. In the rankings of the leading 200 councies, however, we treat the five counties of New York City as one.

Vast divergences characterize the economic behavior of these 3,070 counties, with a relatively small number accounting for the bulk of economic activity. For that reason, the rankings of the leading 200 counties shown below will be found quite adequate for the marketing needs of those who wish to concentrate their attention most profitably on the smallest number of separate county areas. In this respect the leading 200 counties will be found to approximate roughly the 165 standard metropolitan areas, in that both will be found to cover not quite two-thirds of total sales.

For each significant market factor, we show below the 200 leading counties with respect to that factor. The degree of centralization varies of course with each factor. The leading 200 counties with respect to population in 1954 accounted for 55 per cent of total population, but the leading 200 counties in general merchandise accounted for over 70 per cent of total general merchandise sales. The rankings per capita and per family income are restricted to the 200 counties leading in population, and the rankings of the 200 counties leading in retail sales per family are restricted to the 200 counties leading in sales, in order to avoid inclusion of small, relatively unimportant counties with high per capita or per family ratios of income or sales.

In addition to the rankings of farm income, population, total income, per family and per capita income, retail sales, retail sales per family, food store sales, general merchandise sales, furniture-household appliance and radio sales, automotive sales, and drug store sales, we also list the 200 leading counties having the greatest number of consumer units earning over \$7,000 in 1954, and also the 200 counties having the largest amounts of income earned by consumer units in this category. These tables indicate the counties having the largest concentrations of upper-bracket income.

Similar rankings can be made up for counties leading in income in the groups earnings under \$2,500, \$2,500 to \$4,000, \$4,000 to \$7,000, \$7,000 to \$10,000, and over \$10,000. tables are particularly useful to those who wish to concentrate their marketing efforts on particular income groups.

The 200 Counties Leading in Gross Cash Farm Income Estimates, 1954, for the 200 counties with largest gross cash income from farming

COUNTY	STATE	CASH FARM INCOME Eati- matee (in thousands)	Rank in Group	COUNTY	STATE	GROBS GASH FARM INCOME Esti- mates (In thousends)	Rank in Group	COUNTY	STATE	GROSS CASH FARM INCOME Esti- mates (In thousands)	Flan in Gree
Los Angeles	Cal.	220,068	1	Bentan	Iowa	34,829	89	Orange	N. Y.	27,777	138
Freum.	Cal.	189,594	2	Robenn	N. C.	34,518	70	Jackson	Minn,	27,633	137
Kern		169,179	3					Umatilia	Ore.	27,807	138
Maricopa		159,920	4					Burlington	N. J.	27,543	139
Tulare	Cal.	147,045	5	Scetts Biuff	Nebr.	34,364	71	Oneida	N. Y.	27,487	140
San Inaquin	Cal.	106,508	6	Cook	111.	34,098	72			10000	
merial		104,222	7	Johnston	N. C.	34,084	73			2	
ancaster	Pa.	96,846		Otter Tail	Minn.	33,952	74	Wilson	N. G.	27,446	141
itanislaus	Cal.	90,966	9	Palm Beach	Fla.	33,711	75	Pemiscot	Mo.	27,400	142
Yakima	Wash,	87,439	10	Cumberland	N. J.	33,065	70	Washington	lowa -	27,336	143
				Butts	Cal.	32,924	77	Hancock	111.	27,205	144
Palk	Fla.	81,702	11	Ranville	Minn. Tex.	32,787	78	Fulton	111.	27,165	145
Weld		81,520	12	Leo	PH.	32,600 32,592	79 80	Lamb	Tex.	26,970	146
Monterey	Cal.	80,154	13		III.	32,382	80	Clay	lowa	26,862	147
Drange		79,444	14				77	Malhour	Ore. Iowa	26,695	148
Marcad		75,917	16	Lincoln	Wash.	32,348	81	Story	Iowa	28,656	140
Pinal		74,121	10	Bucks	Pa.	32,278	82	50003	rowa	26,633	150
Eversids	Cal.	72,830	17	Alamoda	Cal.	32,083	83	Lynn	Tex.	20 567	181
ionoma	Cal.	72,413	18	Tama	fowa	31,992	84	Hillsborough	Fia.	26,567 26,563	151 152
ian Bernardine	Cal.	70,032	10	Berks	Pa.	31,801	85	St. Lawrence	N. Y.	26,486	153
ianta Clars	Cal.	69,280	20	Jones	lowa	31,734	88	Black Hawk	lowa	26,484	154
				Bollvar	Miss.	31,732	87	Page	lowa	28,458	185
				O'Brien	lowa	31,002	86	Fayette	lowa	26,441	156
entura	Cal.	68,663	21	Worcester	Mass.	31,572	29	Nobies	Minn.	26,318	157
ianta Burbara		66,813	22	Middlesex	Mass.	31,206	90	Darks	Ohio	26,250	156
COMPX	Del.	61,312	23				- 1	Pocahentas	lews	26,186	159
Aroostook	Me.	61,000	24					Dunktin	Me.	26.147	180
Cinga	Cal.	80,658	25	Grant	Wisc.	31,877	91				
lartford		60,386	26	Marian	Ore.	31,007	92	Poinsett	Ark.	25,900	161
didaigo		60,397	27	Minnekaha	S. D.	31,006	93	Blue Earth	Minn.	25,968	162
an Diege	Cal.	57,535	28	Crawford	lowa	30,900	94	Wake	N. C.	25,967	163
McLean	III.	56,171	29	Citristian	111.	30,945	95	Coahoma	Miss.	25,888	164
Minninalppi	Ark.	55,006	30	Linn	lowa	30,779	96	Horry	S. C.	25,799	165
	Marine Control		W.	Dade	Fla.	30,647	97	Tazewell	111.	25,782	166
Pottawattamie				Martin	Minn.	30,282	98	Macoupin	III.	25,774	167
De Kaib	Iowa	52,009	31	Warren	III.	30,180	99	Spokans	Wash.	25,764	168
a Salle		49,903 49,925	32	Twin Falls	Ida.	29,931	100	Grundy	lowa	25,709	169
Whitman	Wash.	49,881	34	Franklin	laur		101	Kankukes	III.	25,671	170
lioux	lowa	49,856	35	Logan	lowa III.	29,923 29,848	101	*******			
Dane	Wisc.	48,729	36	Marathun	Wisc.	29,844	103	Maron	III.	25,637	171
ameron	Tex.	47,303	37	Buena Vieta	lowa	29,709	104	Glenn	lowa Cal.	25,631	172
iacramente		46,912	38	Johnson	Iowa	29,584	105	Dallas	lowa	25,480 25,400	173
lenry	III.	46,606	39	Jasper	Iowa	29,515	106	Wright	Iowa	25,391	175
Tymsath	lowa	45,546	46	Delaware	N. Y.	29,493	107	lda	lowa	25,380	178
		1		New Madrid	Mo.	29,455	108	Hancock	lowa	25,252	177
Sampaign	III.	44,868	41	Fond Du Lac	Wisc.	29,444	100	Carroli	Iowa	25,249	178
ivingeton	10.	43,917	42	Sac	Iowa	29,394	110	Otsego	N. Y.	25,161	179
requois	111.	43,667	43					Erie	N. Y.	25,141	180
Seeder	Pa.	43,235	44	Nash	N. C.	20,293	111			20,111	100
utter	Cai.	43,193	45	Polk	Minn.	29,271	112	Scott	Iowa	25,073	181
Andera	Cal.	43,043	46	Freebern	Minn.	29,219	113	Solano	Cal.	25,060	182
ulfelk	N. Y.	42,968	47	Crittenden	Ark.	29,050	114	Hockley	Tex.	25,040	183
linton	lowa	42,894	48	Reck	Wiec.	29,025	115	Beone	lowa	28,027	184
ureau	III.	42,790	49	King	Wash.	28,843	116	Dona Ana	N. M.	24,912	185
Commeth	lowa	42,512	50	WIII	III.	28,786	117	Hunterdon	N. J.	24,868	186
Total Control	-	** ***		Shelby	lowa	28,661	118	Chelan	Wash.	24,829	187
Irange		41,623	51	Stearns	Minn.	28,625	119	lowa	Iowa	24,818	188
Cane	10.	41,005	52	Cass	N. D.	28,523	120	Clayton	lowa	24,805	189
ula	Cai.	40,448	53	NA.44	***			Dubuque	Iowa	24,784	190
formouth	N. J.	40,127	84	McHanry	III.	28,506	121				
obbook	I OX.	39,777	55	Knox	111.	28,450	122	Edgar	III.	24,788	191
foodbury		38,994	56	Rockingham	Va.	28,416	123	Craighead	Ark.	24,647	192
angamon	Ariz.	38,758	67	Lake	Fla.	28,326	124	Delaware	Iowa	24,822	193
herokes	lu. lowa	38,743 36,575	56 59	Walla Walla	Wash.	28,300	125	Washington	Miss.	24,592	194
gia				Canyon	Ida.	28,268	126	Sanilac	Mich.	24,582	195
	est.	36,473	60	Dawson	Tex.	28,263	127	Whatcom	Wash.	24,434	196
lodge	Wine	36,366	01	San Luis Obispo	Cal.	28,241	128	Lenawee	Mich.	24,211	197
uning	Nebr.	36,386	62	Stephenson	III.	28,098	129	Palo Alto	lowa	24,185	190
unflower	Miss.	36,123	63	Partuaut	Minn.	28,094	130	Berrien	Mich.	24,010	199
ork		35,799	64	Discours	Make	20 000	191	Green	Wisc.	23,968	200
ormition		35,303	05	Dawsen	Nebr.	28,022	131	Water Shows &		0.000.000	
/hiteside		35,170	66	Redword	Iowa Minn,	27,986	132	Total Above Counties.	*******	8,059,332	
ltt	N. C.	35,025	67	Lyon	lowa	27,956 27,841	133 134	% of U. S. A	******	27.1774	
			-			61.041	199				

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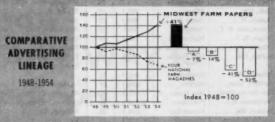




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WHERE FARMING IS BIG BUSINESS. . AND GOOD LIVING

Population and Rank, 200 Largest Counties Estimates, January 1, 1955, for the 200 counties leading in population

CPAE IN		POPULA- TION			1 hri	POPULA- TION		B COLUMN	W. May	POPULA- TION	1
COUNTY	LEADING	(SH)	Bank	COUNTY	LEADING	SH	Rank	COUNTY	LEADING	SM	Ra
and	CITY		in	and STATE	CITY		Group	and STATE	CITY	Marie and All	0
STATE	GITY	Est. (in thousands)	Group	SIAIE	GITT	Est. (in thousands)	ureup	SIAIL	GIT	Est. (in thousands)	Gr
New", Yark, N. Y.				Suffelk, N. Y	Patchegue	302.2	00	Hidalgo, Tex	McAllen	194.5	13
(& Counties*)	New York City	8,028.4	1	Passaic, N. J	Patereen ,	360.6	70	Brooms, N. Y	Binghamtun	194.4	13
.ee Angeles, Cal	Los Angeles	5,043.3	2					Morrie, N. J	Morristown	188.0	14
look, III	Chicago	4,727.9	3	Sacramento, Cal	Sacramente	305.6	71				
Wayne, Mich	Detroit	2,064.0	4	Davideon, Tene	Nashville	348.5	72	Northampton, Pr		188.0	14
Philadelphia, Pa	Philadelphia	2,130.6		Orange, Gal	Santa Ana	336.5	78	Fayette, Pa	Uniontewn	187.3	14
Megheny, Pa	Pitteburgh	1,549.5	6	San Mateo, Cal	San Matee	330.3	74	Peorla, III	Peoria	186.4	14
Luyahoga, Ohio	Cleveland St. Louis	1,483.9	7	Gamden, N. J	Greensburg	329.0 319.7	78	Du Page, III	Elmhuret	186.2	1
laitimore, Md		1,364.8		Kent, Mich	Grand Rapids	319.2	77	Bernalille, N. M Dane, Wisc		185.8	1
Middlesex, Mass		1,126.8	10	Henrico, Va	Richmond	313.6	78	Greenville, S.G	Greenville	181.8	10
	-	1,100,0	-	Freeno, Cal	Freene	308.1	76	Beaver, Pa	Beaver Falls	181.7	1
farris, Tex	Housten	1,012.0	11	Stark, Ohio	Canton	307.6	80	Travia, Tex	Austin	181.6	14
Nocess, N. Y	Hempetead		100					Charleston, S. C	Charleston	181.4	18
	Township	973.5	12	Ganesse, Mich	Flint.	306.5	81				1
Essex, N. J		962.4	13	Sait Lake, Utah	Sait Lake City	305.3	82	Wyandette, Kans	Kaneas City	180.9	10
Erie, N. Y		955.0	14	Pierce, Wash	Tacoma	304.6	83	Vanderburgh, Ind	Evaneville	178.9	11
uffolk, Mass	Boston	921.4	18	Douglas, Nebr	Omaha	302.7	84	Newport News, Va	Newport News	175.0	10
Allwaukee, Wisc	Milwaukee	915.8	18	Hillsborough, Fla	Tampa	296.5	85	Trumbull, Ohio	Warren	172.8	1
Dietrict of Columbia,	Washington	871.0	17	Middlesex, N. J	New Brunswick	295.7	88	Monterey, Cal	Salinas	171.8	18
Viameda, Cal	Oakland	847.8	18	Sedgwick, Kans	Wichita Tuisa	292.0	87	Cumberland, Me	Portland	171.4	10
lan Francisco, Cal	San Francisco	808.2	19	Tulsa, Okia		278.4	**	Winnebago, III	Rockford	188.3	11
Cing, Wash	Seattle	782.5	20	Mahoning, Ohio Mobile, Ala	Youngstown Mobile	273.8	90	Saginaw, Mich		167.0	11
lamilton, Ohie	Cincinnati	778,3	21	Extensively Public	ritionere	201.4		Chester, Pa	West Chester	188.5	11
Dallas, Tox		781.3	22	Monmouth, N. J	Asbury Park	280.2	91	Lorain, Ohio	Lorain	184.1	31
ian Diego, Cal	San Diege	737.1	23	Berks, Pa	Reading	258.8	92				
Innepin, Minn		719.7	24	Prince Georges, Md.		258.2	93	Richland, S. C	Columbia	163.3	10
ade, Fla	Mlami	712.7	25	Mercer, N. J	Trenton	253.5	94	Butler, Ohio	Hamilton	163.0	10
fudeon, N. J	Jersey City	867.7	26	Kern, Cal	Bakerefield	252.7	95	Kane, III	Aurora Winston-Safam	182.8	10
estchester, N. Y	Yonkers	884.7	27	New Castle, Del	Wilmington	251.9	90	Forsyth, N. C De Kalb, Ga	Decatur	162.4	1
lergen, N. J	Hackensack	053.5	26	Lackawanna, Pa	Scranton	251.9	96	Hillsborough, N. H		161.5	10
Orleans, La	New Orleans	619.9	29	Albany, N. Y	Albany	249.0	96	Chatham, Ga	Savannah	181.3	10
Warlen, Ind	Indianapolie	613.6	30	El Paso, Tex	El Paso	248.0	99	Burtington, N. J	Burlington	100.1	11
	1000000	-		Spekane, Wash	Spekane	244.8	100	New London, Cenn	New London	180.0	10
offerson, Ala	Dirmingham	8,808	31				807	Hinda, Misa	Jackson	159.8	12
fartford, Conn	Hartford	604.1	32	Lancaster, Pa	Lancaster	242.0	101	Lauring tanger	240.000	100.0	"
lew Haven, Conn		591.2	33	Kanawka, W. Va	Charleston	241.4	102	Cameron, Tex	Hartingen	180.3	13
Providence, R. L		583.2	34	Macomb, Mich	Mount Glemons	239.3	108	Richmond, Ga		158.1	17
ackson, Mo	Kaneas City	578.9	36	Arlington, Va	Alexandria	237.6	104	Spartanburg, S.C		158.5	1
Worcester, Mass		874.1	36	Polk, lowa	Des Moines Knoxville	236.8	106	Orange, N. Y	Newburgh	155.9	17
Fairfield, Conn		562.9	37	Knex, Tenn San Jasquin, Cal	Stockton	233.8	106	Orange, Fig	Orlando	155.1	1
ranklin, Ohio	Columbus San Antonie	551.3	38	Erie, Pa	Erio	233.4	100	Schenectady, N. Y	Schenoctady	163.5	1
seex, Mass		549.2 545.5	40	Oneida, N. Y	Utica	232.4	109	Polk, Fla	Lakeland	153.3	1
	s.yim	940.0	40	St. Joseph, Ind	South Bend	232.0	110	Wake, N. G	Rainigh	152.7	1
efferson, Ky	Louisvillo	631.1	41			-		Tuiare, Gal	Visalia	152.5	1
helby, Tenn		524.7	42	St. Clair, Ill	East St. Louis	225.5	111	Washtenaw, Mich	Ann Arbor	151.6	1
ulton, Ga		520.5	43	Pinellas, Fla	St. Petersburg	220.8	112	110	01.116	74.0	
Aonros, N. Y		518.7	44	Meckienberg, N. C		219.2	113	Montgomery, Ala		151.8	1
fultnomah, Ore	Portland	804.7	48	Jefferson, Tex	Beaumont	218.9	114	Lane, Ore		148.8	1
Dakland, Mich	Pontiac	498.3	46	Riverside, Cal	Riverside	218.1	115	Jefferson, La	Gretna	148.7	1.
arrant, Tex		486.5	47	Pulaski, Ark	Little Reck	216.5	116	Broward, Fla		148.3	1
Denver, Gela		483.5	48	Bucks, Ps	Bristol	215.3	117	Will, Ill	Joliet	147.9	1
eerfolk, Va	Norfolk	469.1	49	St. Louis, Minn	Duluth	215.3	117	Stanislaus, Cal		147.7	1
Islaware, Pa	Chester	460.0	50	Hamilton, Tenn	Chattanooga	213.6	119	Ventura, Cal	Ventura Weet Palm	146.6	1,
	-			York, Pa	York	212.3	120	Palm Beach, Fla	Reach	145.3	1
Aarloopa, Ariz	Phoenix	459.0	81				100	Yakima, Wash	Yakima	144.7	li
iummit, Ohio	Akron	440.1	52	Nueces, Tex	Corpus Christi	211.5	121	Reaneke, Va	Beanske	144.1	
Aontgomery, Oblo	Dayton	443.0	83	Washington, Pa	Washington	211.4	122	Ithanua va	1		
Inion, N. J	Elizabeth	441.1	54	Lake, III	Waukegan Tucson	211.1	123	Rock Island, Ill	Rock Island	143.2	1
lorfolk, Mass ucas, Ohio	Quincy Telede	433.7 423.4	55	Pima, Ariz	Greensbero	210.5	126	Escambia, Fla		143.1	1
ake, Ind		414.6	67	Cambria, Pa	Johnstown	210.1	128	Kalamazoo Mich		142.3	1
ristol, Mass	New Bedford	390.5	88	East Baton	- Comments	210.1	140	Chautauqua, N. Y		141.8	1
fampden, Mass		393.8	59	Rouge, La	Baton Rouge	210.0	127	Lubbock, Tex	Lubbock	140.8	li
ianta Clara, Cal		383.4	80	Montgomery, Md	Rockville	207.9	128	Anne Arundel, Md	- manufacture	140.7	1
with the same of t	THE PARTY OF THE	300.4	-	Dauphin, Pa	Harrisburg	206.2	129	Atlantic, N. J	Atlantic City	140.2	1
lameey, Minn	St. Paul	382.4	81	Niagara, N. Y	Niagara Falls	206.2	120	McLennan, Tex	Wace	140.0	1
fontgomery, Pa			01	, and the feeting			-	Dutchess, N. Y		139.9	1
Total Control of the	Township	379,8	82	Plymouth, Mass	Breckton	204.6	131	Sangamon, Ill	Springfield	138.6	1
an Bernardine, Cal.		377.8	63	Alien, Ind	Fort Wayne	203.7	132				-
uzerne, Pa	Wilkoe-Barre	877.7	84	Lehigh, Pa	Allentewn	293.5	133	Total Above Counties		91,047.8	1
Duvat, Plu		374.0	85	Madison, Ill		200.8	134	% of U. S. A		*	1
Prioridaga, N. Y		370.7	06	Schuylkill, Pa	Petteville	196.8	135	70 tr U. S. M		30.0000	-
Ridahoma, Okia		367.8	67	Ingham, Mich	Lansing	196.7	136	Honolulu Coun	ty, with a popular	ion of 389.4	
	Flishmond	363.3	88	Caddo, La	Shrovopert	196.3	137		id rank 71 if inc		



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HOUSTON

MAY 10, 1955

Total Net Effective Buying Income, 200 Leading Counties Estimates, 1954, for the 200 counties leading in this category

	1	Net E.B.I.		8000000	1 PAPINO	Net E.B.I.				Net E.B.I.	
COUNTY	LEADING	Estimate	Rank	COUNTY	LEADING	Eatimate	Rank	COUNTY	LEADING		Ran
STATE	CITY	(in thou-	Group	STATE	CITY	(in thou- sands)	Group	and STATE	CITY	Estimate (in thou- sands)	Gre
low York, N. Y.	4. 4.4			Geneses, Mich	Flint	567,403	09	Beaver, Pa	Beaver Falls	310,225	139
(5 Counties*)	New York City	15,500,738	1	Bristol, Mass	New Bedford	585,290	70	Kane, III	Aurora	309,196	140
ook, Ill se Angeles, Cal		9,896,200	2	Orange, Cal	Camden Santa Ana	584,119 547,781	71 72	Winnebage, III	Doelsford	***	14
ayne, Mich		5,290,382	4	Kent, Mich.		544,406	73	Plymouth, Mass	Rockford Brockton	308,834	14
hiladelphia, Pa		3,753,815	8	Suffolk, N. Y	Patchogue	539,506	74	Vanderburg, Ind	Evansville	306,787	14
uyahoga, Ohio		3,156,344	8	San Bernardine, Cal		538,802	78	Monterey, Cal	Salinas	304,291	14
liegheny, Pa		2,742,962	7	Davidson, Tenn	Nashville	533,435	76	Bernalillo, N. M	Albuquerque	303,777	14
t. Louis, Mo		2,561,820		Henrico, Va Douglas, Nebr	Richmond Omaha	531,500 530,829	77 78	Lerain, Ohio	Lorain Shreveport	294,959	147
intention Per Territoria	Township	2,219,351		Middlesex, N. J	New Brunswick	529,529	79	Trumbull, Ohio	Warren	294,467 294,375	140
altimore, Md		2,042,301	10	Stark, Ohio	Canton	524,369		Riverside, Cal Schenectady, N. Y	Riverside Schenectady	293,951 285,866	140
fiddlessx, Mass		1,994,207	11	Luzerne, Pa	Wilkee-Barre	520,611	81				
esex, N. J		1,990,307	12	Duvai, Fla	Jacksonville Wilmington	518,551	82	Butler, Ohio	Hamilton	288,764	15
an Francisco, Cal		1,899,028	14	Pierce, Wash	Tacoma	517,976 515,063	84	Hamilton, Tenn Wyandotte, Kana	Chattanooga Kansas City	288,280 281,113	153
Hatrict of Columbia		1,830,532	15	Mahoning, Ohio		511,361	85	Chester, Pa	West Chester	279,695	154
filwaukee, Wisc		1,815,010	16	Sedgwick, Kans	Wichita	507,800	86	Cambria, Pa	Johnstown	278,065	150
lameda, Cal		1,000,443	17	Tuisa, Okla	Tuisa	497,964	87	Greenville, S. C	Greenville	200,835	150
ing, Wash		1,882,781	18	Sait Lake, Utah St. Joseph, Ind	Sait Lake City South Bend	492,711	88	Travis, Tex	Austin New Leadon	269,247	15
Veetchester, N. Y		1,882,027	20	Montgomery, Md	Rockville	477,404	90	Rock Island, Ill	New London Rock Island	264,631 260,470	150
		1,000,000		mongomery, man	100000000000000000000000000000000000000		-	Newport News, Va	Newport News	250,183	180
uffolk, Mass		1,544,220	21	Mercer, N. J	Trenton	470,039	91				1
Dallas, Tex		1,484,440	22	Westmoreland, Pa	Greensburg	459,737	92	Saginaw, Mich	Saginaw	259,125	16
lamilton, Ohio		1,433,416	23	Freeno, Cal Prince Georges, Md.	Freeno Hyattsville	459,483 485,213	93	Cumberland, Me Washtenaw, Mich	Pertiand Ann Arber	258,535	163
tennepin, Minn		1,333,696	25	Berks, Pa	Reading	454,935	96	Will, Ill	Joliet .	252,749 250,754	184
an Diego, Cal		1,318,524	26	Monmouth, N. J	Asbury Park	449,659	96	Lubbock, Tex	Lubbeck	250,338	16
lartford, Conn		1,284,827	27	Spokane, Wash		440,968	97	Schuylkill, Pa	Pettsville	250,224	166
ade, Fla		1,271,313	28	Albany, N. Y	Albany	430,720	98	Fairfax, Va	Falls Church	248,649	16
Aarion, Ind airfield, Cenn		1,237,190	29	Lancaster, Pa Pelk, Iewa	Lancaster Des Moines	438,471	100	Burlington, N. J	Burlington Manchester	247,231	18
arnoru, com	. Driugeport	1,200,118	-	Pulke lowe	Des maires	101,000	100	Hillsborough, N. H Lane, Ore	Eugene	244,696 242,916	17
fudeon, N. J		1,183,129	31	Lake, III	Waukegan	434,707	101				
ackson, Mo lew Haven, Cenn		1,121,586	32	Kern, Cal Du Page, III	Bakersfield Elmhuret	425,750 413,412	102	Kalamazoo, Mich Fayette, Pa	Kalamazoo	239,294	17
ranklin, Ohio		1,094,718	34	Macomb, Mich	Mount Clemens	398,783	104	Ventura, Gal	Uniontown	238,249 237,010	17
Orleans, La		969,835	36	Allen, Ind	Fort Wayne	396,046	106	Sangamon, Ill	Springfield	235,349	17
Delaware, Pa		958,277	36	Erie, Pa	Erie	391,402	106	Orange, N. Y	Newburgh	235,327	17
Monroe, N. Y		956,846	37	Jeffereon, Tex	Beaumont	379,990	107	Foreyth, N. C	Winston-Salem	230,014	17
Jnien, N. J Dakland, Mich		952,904 928,496	78 39	San Joaquin, Cal Ingham, Mich	Stockton Laneing	372,865 371,572	100	Richland, S. C	Columbia	229,778	17
Previdence, R. L		920,103	40	Kanawha, W. Va	Charleston	370,575	110	Charleston, S. C Solano, Cal	Charlesten Valleje Linceln	228,825 225,863	17
Multnomah, Ore	Portland	911,632	41	El Paso, Tex	El Paso	369,908	111	Lancaster, Nebr	Lincoln	225,756	10
Jeffereen, Ky	Louisville	910,604	42	Bucks, Pa	Bristol	300,134	112	Racine, Wisc	Racine	225,842	18
Denver, Cele		906,088	43	Mecklenberg, N. C	Chariotte	361,729	113	Roanoke, Va	Roaneke	223,125	18
Worcester, Mass		889,498	44	Hillsborough, Fla East Baton	Tampa	380,644	114	Hinds, Miss	Jackson	223,078	18
Fulton, Ga		887,742 886,076	46	Rouge, La	Baton Rouge	358,531	115	Rensselaer, N. Y Jefferson, La		222,270	18
Essex, Mass		881,387	47	Lackawanna, Pa		381,578		Galveston, Tex		219,135	18
Montgomery, Ohio.		877,054	48	Lehigh, Pa		351,390		Chatham, Ga		219,061	18
Jofferson, Ala	The state of the s	868,037	40	Morris, N. J	Morristown	350,648		Broward, Fla		218,394	18
Norfolk, Mass	Quincy	861,308	80	Peoria, III	Peoria Mobile	349,446		Calhoun, Mich		217,749	18
Summit, Ohio	Akron	829,353	81	Modes, Ala	Moune	311,331	120	Marin, Cal	San Rafael	218,784	19
Lake, Ind		023,350	82	Dauphin, Pa	Harrisburg	345,362	121	Dutchess, N. Y	Poughkeepele	215,348	19
Farrant, Tex	. Fort Worth	819,294		Dane, Wisc		345,324		Berkshire, Mass	Pittsfield	214,710	11
Shelby, Tenn		814,506	54	Oneida, N. Y York, Pa		344,935		Richmond, Ga		214,703	18
Montgomery, Pa	Lower Merion Township	793,706	85	Niagara, N. Y		341,067		Champaign, III		212,297	11
lexar, Tex		788,517		St. Clair, III		334,050		Orange, Fla		209,714	11
lan Mateo, Cal	C. C. Contraction	761,585	1	Madieon, III	Alten	333,788	127	†Johnson, Kans	0.00	209,047	11
Verfolk, Va		732,822		De Kalb, Ga		331,056		Atlantic, N. J		208,395	11
Passaic, N. J Warloopa, Ariz		673,386 668,663		Pinelias, Fla Pulaski, Ark	St. Petersburg Little Rock	329,881 328,797		Clark, Ohio Stanislaus, Gal	Springfield Modesto	207,617	11
Santa Clara, Gal	. San Jose	606,057	61	Nuscea, Tex	. Corpus Christi	328,730	131	Total Alseva Counties		165,179,82	
Arlington, Va		665,007		Broome, N. Y		325,811		% of U. S. A			
Rameey, Minn		064,957	83	St. Louis, Minn	Duluth	322,528	133	70 4 51 51 761.11111			
Hampden, Mass	Springfield	864,880		Knex, Tenn		321,200		SHEET			
Bacramente, Cal		961,117		Pima, Ariz		320,937			ty, with a Net E		
Centra Costa, Cal		637,837		Northampton, Pa Guliford, N. C		313,178			4,441 thousand, w	ould rank 67	If
Onondage, N. Y	. Syracuse					312,556		included above.			

†Part of Kansas City Metropolitan Area.

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... in Hawaii



Lamily Effective Baying Income, 200 Countries

YES...the Honolulu Star-Bulletin

covers more than 4 out of 5 homes in the rich Hawaiian market . . . and . . . covers the homes that **COUNT.**°

Konolulu Star-Bulletin

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MAY 10, 1955

Over 90% of these homes are in the "Over \$300 per month" income bracket. (Dan Clark Media and Penetration Survey)

Per Family Effective Buying Income, 200 Counties Estimates, 1954, for the 200 counties leading in population

COMPLETA	LPAPINA	NET E.B.I. PER	-00			NET E.B.I.		00/11/20	1.000	NET E.B.I. PER	
and STATE	CITY	FAMILY Estimates	Rank In Group	GOUNTY and STATE	CITY	FAMILY Estimates	Rank In Group	COUNTY and STATE	CITY	FAMILY Estimates	Rai Gre
Artington, Va	Alexandria	9,481	1	Lehigh, Pa	Allentown	5,906	89	Bexar, Tex	San Antonio	8,311	130
fontgomery, Md	Reckville Yenkers	8,217 7,894	2 3	King, Wash		5,965	70	Essex, Mass		5,303	14
laessu, N. Y	Hempstead Township	7,000	4	Sacramento, Cal Trumbuti, Ohio	Sacramento Warren	5,935 5,935	71	Serigwick, Kans San Joequin, Cal		5,280 5,288	14
	Elmhuret	7,599	8	Schenectady, N. Y	Schenectady	5,932	73	Orleans, La	New Orleans	5,202	14
fionigomery, Pa	Lower Merion Township	7,066		Berke, Pa	Reading Beaument	5,931	74	Providence, R. I Jefferson, La		5,267 5,286	14
	Bridgeport	7,486	7	Fulton, Ga	Atlanta	8,926	70	Anne Arundel, Md	Annapolis	5,253	14
	Waukegan Cheeter	7,456		Reck Island, Ill Will, Ill	Rock Island Joliet	5,845	77	Sangamon, III Multnomah, Ore		5,230 5,212	14
	Hartford	7,321	10	Hudson, N. J	Jersey City	8,837	79	Foreyth, N. C		5,192	14
	Elizabeth	7,319	11	Northampion, Pa	Bethiehem	5,832	80	Lane, Ore	Eugene	5,191	18
	San Matse Wilmington	7,253 7,214	12	Bernalille, N. M	Albuquerque	5,831	81	Caddo, La	Shreveport	6,187	15
Dietrict of Columbia		7,105	14	Nuoces, Tex	Corpus Christi	8,829	82	Washington, Pa		5,132	18
lergen, N. J	Hackeneack	7,121	15	Alameda, Cal		5,821	83	Oklahoma, Okla	Oklahoma City	5,115	15
	Cleveland	7,053	16	Dutchees, N. Y Suffolk, Mass	Poughkeepsie Boston	5,820	84	Westmoreland, Pa Cumberland, Me		6,114	15
	Quincy	6,963	18	Hamilton, Ohie		5,812 5,819	86	Hinds, Miss	Jackson	5,100 5,093	15
Eesex, N. J	Newark	6,945	10	Stark, Ohio	Canton	5,807	87	Richmond, Ga	Augusta	5,086	15
it. Joseph, Ind	South Bend	6,923	20	Winnebago, III	Rockferd	5,805	86	Oneida, N. Y		5,000	18
Wayne, Mich	Detroit	6,901	21	Bucks, Pa	Bristol Camdon	5,804	80	Hillsborough, N. H Jefferson, Ala	Manchester Birmingham	5,066 5,056	15
ake, Ind	Gary	6,800	22	Cambridge Section	Camaran	0,100	_	Johnson, Mar.	Continuing	0,000	10
	Toledo	6,863	28	Dade, Fla		5,789	91	Pulaski, Ark		5,051	16
	Trenton Chicago	8,778	24 28	Erie, Pa		5,786	92	Orange, N. Y		5,028	16
	Madison	6,718	26	Monmouth, N. J		5,781 5,789	94	Maricopa, Ariz Wyandotte, Kans		5,020 -4,984	16
ranklin, Ohio	Columbus	0,687	27	Rameey, Minn	St. Paul	5,757	95	Cambria, Pa	Johnstown	4,957	18
Aontgomery, Ohio	Dayton	6,675	28	Hampden, Mass		5,742	96	Knex, Tenn		4,919	10
rince Georgee, Md	Hyattaville Merrietewn	6,865	30	Douglas, Nebr Denver, Cole	Omaha Denver	5,714 5,713	97	Luzerne, Pa Duval, Fla		4,916 4,915	16
	Merimone	0,000	-	Pelk, Iowa	Des Maines	5,798	99	St. Clair, III		4,898	16
	Youngstown	6,650	31	Erie, N. Y	Buffalo	5,705	100	Plymouth, Mass		4,893	17
Allwaukee, Wisc	Milwaukee	8,644	32	Inflance Viv	Laulaudtta		101	B 0.1			
	Pontias Delias	8,552 8,440	34	Jefferson, Ky Onendaga, N. Y		5,702	101	St. Louis, Minn		4,888 4,850	17
ngham, Mich	Laneing	6,417	35	Kern, Cal		5,000	103	Lackawanna, Pa	Scranton	4,838	17
	New Haven	6,416	36	Pierce, Wash	Tacoma	5,000	104	Orange, Cal		4,830	17
Cane, III	West Chester Aurora	6,415 6,402	37	Newport News, Va New Lendon, Conn	Newport News New London	5,659 8,655	105	Montgomery, Aia Broward, Fia		4,821	17
	San Francisco	8,300	38	Guilford, N. C	Greensbore	5,852	107	Atlantic, N. J		4,738	17
Marien, Ind	Indianapolis	6,377	40	Roanoke, Va	Roanoke	5,649	108	Spartanburg, S. C		4,716	17
ubbock, Tex	Lubbook	8,338	41	Santa Clara, Cal Tulaa, Okia	San Jose Tulea	5,645	100	Mobile, Ala		4,883	17
	Lancaster	0,327	42	Turing O'ning	-	9,000	110	OCTOBOUS IVERSUAL	reen bemore	4,000	100
	Flint	6,284	43	Kalamazeo, Mich	Kalamazoo	5,617	111	Hamilton, Tenn	Chattaneoga	4,657	18
	Houston	8,276	44	Dauphin, Pa		5,616	112	McLennan, Tex		4,641	18
	Cambridge Fort Wayne	6,273	45 46	Brooms, N. Y Niagara, N. Y		5,608	113	Charleston, S. C Chatham, Ga		4,613 4,612	18
Washtsnaw, Mich	Ann Arbor	6,256	47	Norfolk, Va	Norfolic	5,803	115	Fayette, Pa		4,501	18
Middlesex, N. J	New Brunswick	8,230	- 48	Travia, Tox		5,598	116	Stanielaus, Cal		4,553	18
	Akron Lorain	6,198	49 50	Wake, N. G Kent, Mich		5,892	117	Schuylkill, Pa Escamble, Fla	Pottaville Pensacola	4,500	18
and and the transfer		0,107	-	Kanawha, W. Va		8,873	119	San Bernardine, Cal.	San Bernardine	4,400	18
Butler, Ohio		6,183	51	Salt Lake, Utah		5,801	120	Orange, Fla		4,477	19
El Paso, Tex	El Paso	6,188	52								
Mecklenberg, N. C Burlington, N. J	Charlotte Burlington	6,141 6,135	53 54	Albany, N. Y Richland, S. C	Albany	5,845	121	Chautauqua, N. Y Yakima, Wash		4,414	19
New York, N. Y.		.,	1000	Tarrant, Tex	Fort Worth	5,828	123	Paim Beach, Fla			-
(5 Counties*)	New York City	6,134	55	Vanderburgh, Ind	Evansville	5,517	124	MOST MANAGEMENT	Beach	4,329	19
Rouge, La	Baton Rouge	6,129	96	Spekane, Wash Lee Angeles, Cal		5,512 5,801	126 126	Tulare, Cal		4,311	19
	Pittsburgh	6,119	57	Ventura, Cal		5,400	127	Cameron, Tex		4,255	19
leaver, Pa	Beaver Falls	0,095	88	Shelby, Tenn	Memphia	5,449	128	Hillsborough, Fla	Татра	4,141	19
	St. Louis Peorin	6,076	89	Suffolk, N. Y San Diege, Cal	Patchegue San Diego	5,434 5,429	129	Polk, Fla	Lakeland Riverside	4,106	19
199 616		TIA CONTRACTOR		12 9 9 9 0 0 T T 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	100 may 44	VC.0.	100	Hidaigo, Tex	McAllen	3,553	20
	Flichmond	0,084	61	Baltimore, Md		5,413	131	1333135511			1
facemb, Mich	Mount Clemens Minneapolis	6,081	62	Davideon, Tenn Greenville, S. C	Nashville Greenville	5,405 5,397	132	U. S. Per Family Income		5,274	
ientra Coeta, Cal	Richmond	6,012	84	Saginaw, Mich	Saginaw	5,376	134				1
	Paterson	5,996	65	York, Pa	York	5,363	135		ty, with a Per Far		
	Philiadelphia Salines	5,998	65	Wadieen, Ill		5,349	136	of \$8,837, wou	ld rank 25 If Inci	iuded above.	
Aonree, N. Y		5,977	100	Pima, Ariz		5,314	138				

9th House Beautiful for the 3R's RESULTS, RESULTS!



These three leaders in three different lines all found that advertising in HOUSE BEAUTIFUL really pays off!

Mr. Carl Forslund, Maker of Quaint American® Furniture writes: "It was just ten years ago that we ran our first advertisement in . . . House Beautiful. We have not missed an issue since . . . House Beautiful has played a most important part in the steady growth of our business."

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Mr. Robert G. Marcus, Secretary, American Biltrite Rubber Company, writes: "As a consistent national advertiser, we prefer to aim our consumer advertising directly at the prospects we want. That's one of the reasons we schedule House Beautiful year after year... But there's another reason, too. Our distributors and dealers... give House Beautiful an overwhelming vote of confidence."

Take it from 3 whose experiences back up their statements: it pays to be a regular House Beautiful advertiser. Where else can you reach such a richly-responsive market of 650,000 selected top-income, pace-setter families (3 1/4 million men and women readers) for such a small investment?

Sells both sides of the counter



House Beautiful MAGAZINI

572 Madison Avenue, New York 22, N.Y.

Per Capita Effective Buying Income, 200 Counties Estimates, 1954, for the 200 counties leading in population

		NEY E.B.I.	1	1 '		NET E.B.I. PER				NET E.B.I.	1
COUNTY	LEADING	CAPITA	Bank	COUNTY	LEADING	CAPITA	Rank	COUNTY	LEADING	CAPITA	Ra
and		(SXI)	in	and		SAD	in	and	LEADING		i
STATE	CITY	Estimates	Group	STATE	CITY	Estimates	Group	STATE	CITY	Estimates	Gr
			-	14						Fedurates	-
	lexandria	2,790	1	Hudson, N. J	Jersey City	1,772	69	Dutchees, N. Y	Poughkeepsie	1,530	13
	onkers	2,335	2	Butler, Ohio	Hamilton	1,772	69	Kanawha, W. Va	Charleston	1,535	131
	an Matee lockville	2,306	3	Menterey, Cal	Salinas	1 991	71	Davidson, Tenn	Nashville	1,531	140
	lempatend	2,298	4	Allegheny, Pa	Pittaburgh	1,771	72	Plma, Ariz	Tucson	1 505	14
	Township	2,200	8	Middlesex, Mass	Cambridge	1,770	72	Pulaski, Ark	Little Rock	1,525	14:
	an Francisco	2,200	6	Prince Georges, Md.		1,783	74	Hillsborough, N. H	Manchester	1,515	143
	Imhurst	2,220	7	Albany, N. Y	Albany	1,700	78	Orange, N. Y	Newburgh	1,500	14
airfield, Conn Br	ridgeport	2,194	8	Berks, Pa	Reading	1,759	78	Cumberland, Me	Portland	1,506	14
	tackematk	2,181	9	Contra Costa, Cal	Richmond	1,756	77	Plymouth, Mass	Brockton	1,502	14
Inion, N. J El	lizabeth	2,100	10	Philadelphia, Pa	Philadelphia	1,754	78	Caddo, La	Shrevepert	1,500	14
				Douglas, Nebr	Omaha	1,754	78	St. Louis, Minn	Duluth	1,488	14
	leveland	2,127	11	Ramsey, Minn	St. Paul	1,739	80	Pinelias, Fla	St. Peteraburg	1,494	14
	lartford	2,127	11					El Paso, Tex	El Paso	1,492	15
	bicago	2,114	13	Sedgwick, Kans	Wichita	1.730	80				
	Ashington ateds	2,102	14	Santa Clara, Cal	San Jose	1,737	82	Freeno, Cal	Freene	1,491	15
	over Merion	2,093	15	Jefferson, Tex Lehigh, Pa	Beaument Allentown	1,736	83	Suffolk, N. V	Patchogue	1,490	15
	Township	2,000	16	Monmouth, N. J		1,727	85	Guitford, N. C Atlantic, N. J	Greensbore Atlantic City	1,486	153
	Sester	2,083	17	Jefferson, Ky	Louisville	1,715	86	Oneida, N. Y	Utica Uty	1,486	15
	lowark.	2,068	18	Camden, N. J	Camden	1,715	86	Greenville, S. C	Greenville	1,484	15
	outh Bami	2,059	10	Bucks, Pa	Bristol	1.715	86	Travis, Tex	Austin	1,483	15
	Vaukegan	2,050	19	Vanderburg, Ind	Evansville	1,715	88	St. Clair, Ill	East St. Louis	1,481	15
				East Satur	10 10 A	4 3 1 3 3	- 775	Newport News, Va	Newport News	1,481	15
	Vilmington	2,056	21	Rouge, La	Baton Rouge	1,707	90	Jefferson, La	Gretna	1,474	16
	lecatur	2,040	22		1.30						
	eattle	2,023	23	Beaver, Pa		1,707	90	Broward, Fla	Fort Lauderdale	1,473	16
	ndianapolis	2,016	24	Fulton, Ga		1,706	92	Washington, Pa	Washington	1,489	16
	letroit	1,900	25	Kent, Mich	Grand Rapide	1,708	92	Maricopa, Ariz	Phoenix	1,457	16
	olumbus	1,986	26	Stark, Ohio	Canton	1,705	94	Chautauqua, N. Y	Jamestown	1,446	16
	ulney	1,988	26	Trumbull, Ohio	Warren	1,704	95	Westmoreland, Pa	Greensburg	1,438	16
	lary	1,996	26	Sangamon, III	Springfield	1,698	96	Jefferson, Ala	Birmingham	1,431	16
	Miwaukee	1,982	29	Onondaga, N. Y	Syracuse	1,695	97	San Bernardine, Cal	San Bernardino	1,426	16
Aontgomery, Ohio D	layton	1,980	30	Henrico, Va	Richmond	1,695	97	Bristol, Mass	New Bedford	1.419	16
nilas, Tex D	lallas	1,978	31	Will, Ill	Joliet	1,695	100	Fersyth, N. C	Winston-Salem Columbia	1,416	10
	Pakiand	-1,970	32	Pierce, Wash	Tacoma	1,691	100	racmand, S. C	Columbia	1,407	17
	Caneas City	1,944	33	Hampdon, Mass	Springfield	1,608	101	Stanielaus, Cal	Modeste	1,408	17
	ort Wayne	1,944	33	Kern, Cal		1,685	102	Bexar, Tex	San Antenie	1,399	17
iew York, N. Y.			-	Tarrant, Tex		1,684	103	Lackawanna, Pa	Scranton	1,396	17
	low York City	1,931	35	Kalamazoe, Mich	Kalamazoo	1,682	104	Hinds, Miss	Jackson	1,396	17
	os Angeles	1,903	36	Erio, N. Y	Buffalo	1,681	105	Duval, Fla	Jackeonville	1,387	17
	lurora	1,899	37	Chester, Pa	Wast Chester	1,680	108	Luzerne, Pa	Wilkes-Barre	1,378	17
Dane, Wiec M	Madison	1,898	38	Erie, Pa	Erie	1,677	107	Wake, N. C	Raleigh	1,373	17
	lew Haven	1,891	39	Suffolk, Mass	Boston	1,676	108	Paim Beach, Fla	West Palm		
ngham, Mich Li	ansing	1,800	40	Broome, N. Y	Binghamton	1,676	108		Beach	1,370	17
	or Carelline	110000		Dauphin, Pa	Harripburg	1,675	110	Orange, Fla	Orlando	1,865	17
	chemectarly	1,882	41					Yakima, Wash	Yakima	1,301	18
	t. Louis	1,877	42	Madison, III	Alten Ass Ashes	1,009	111	Many Tona	Knavdila	2 250	
	fousten	1,877	42	Washtenaw, Mich	Ann Arbor	1,067	112	Knex, Tenn	Knexville	1,359	10
	Peoria Denver	1,875	44	Macomb, Mich	Mount Clemens	1,086	113	McLennan, Tex Chatham, Ga	Wace Savannah	1,389	18
	oungstown	1,874	48 48	Nerthampton, Pa New London, Conn	Bethiehem New London	1,086	113	Richmond, Ga	Augusta	1,358	18
	oungutown	1,867	46	New London, Gonn Niagara, N. Y	New London Niagara Falls	1,654	116	Montgomery, Ala	Montgomery	1,352	10
	atersen	1,888	48	Meckienberg, N. C	Charlotte	1,653	117	Hamilton, Tenn	Chattanooga	1,350	18
	Aorristown	1,865	49	Okiahoma, Okia	Oklahoma City	1,636	118	Riverside, Cal		1,348	18
	Akren	1,858	80	Bernalille, N. M	Albuquerque	1,635	119	Anne Arundel, Md		1,325	18
				Lane, Ore	Eugene	1,631	120	Cambria, Pa	Johnstown	1,323	10
lacramento, Cal S	iacramento	1,859	50					Mobile, Ala		1,290	11
Mercer, N. J T		1,854	52	Orange, Cal	Santa Ana	1,828	121				
	Minneapolis	1,853	53	Ventura, Cal	Ventura	1,617	122	Tulare, Cal	The second secon	1,295	19
fenree, N. Y R		1,852	84	Essex, Mass		1,616	123	Fayette, Pa		1,272	19
ieneses, Mich F		1,851	55	Salt Lake, Utah		1,614	124	Schuylkill, Pa		1,271	119
	Ancinnati	1,849	56	York, Pa		1,607	125	Charleston, S. C		1,261	19
elk, lowa D		1,848	87	San Joaquin, Cal		1,595	126	Spertanburg, S. C		1,233	19
Vinnebago, III R		1,835	58	Providence, R. I		1,578	127	Hillaborough, Fla		1,216	19
	Rock Island	1,819	59	Orienne, Ln.		1,565	128	Escambia, Fla		1,107	19
ancaster, Pa L	Ancaster	1,612	00	Norfolk, Va		1.562	129	Polk, Fla	Lakeland Harlingen	1,168	19
Aultnomali, Ors P	heatland	1,806	61	Nueces, Tex	Corpus Christi	1,554	130	Cameron, Tex		1,039	19
	rortiand lookane	1,800	02	Wyandotte, Kans	Kansas City	1 454	130	Hidnigo, Tex	Muralett	910	-
orain, Ohio L		1,797	63	Shelby, Tenn		1,554	132	U. S. Per Capita			1
Hiddlesex, N. J N		1,791	84	Saginaw, Mich		1,552	132	Income		1,545	
	ulea	1,700	85	Worcester, Mass		1,549	134			1	1
an Diego, Cal Si		1(706)	86	Reanoke, Va		1,548	135	Monalulu Cou	inty, with a Per C	anita Income	
ade, Fla N		1,784	67	Baltimore, Md		1,547	138		uld rank 74 If Inc		
ubbock, Tex Li		1,778	68	Burlington, N. J		1,544	137	or Articol ac			

Recorder

NATIONAL VOICE OF THE TRADE

... In Industry Circulation

The total paid circulation of BOOT AND SHOE RECORDER is greater than the total paid circulation of any other shoe publication.

*19,543 — Average total paid circulation from July to December 1954.

... In Retail Coverage

81.7% coverage of 14,143 Independent Shoe Stores in U.S.

88.6% coverage of 2,682 Leading Department Stores in U.S.

96.7% coverage of 308 Chain Store Buying Headquarters in U.S. (controlling approximately 5,500 stores).

FIRST

...Among Shoe Retailers Who Buy

According to a national personal interview survey among RECORDER subscribers,* almost 4 out of every 5 of them do the buying for their stores and shoe departments and they buy more shoes than do the subscribers to any other shoe publication.

... In Advertising Pages

In 1954, BOOT AND SHOE RE-CORDER carried more than TWICE as many advertising pages as any other shoe publication. 89.9% of RECORDER subscribers used BOOT AND SHOE RECORDER ads as a guide in making their purchases.

*BOOT AND SHOE RECORDER Readership and Impact Survey by National Analysts, Inc.

Boot and Shoe RECORDER

A CHILTON PUBLICATION

100 EAST 42nd STREET, NEW YORK 17, N. Y.

Consumer Units in Top Income Group, 200 Leading Counties

Estimates, 1954, for the 200 counties leading in consumer spending units in over-\$7,000 group

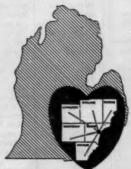
COUNTY	LEADING	No. of Units With Incomes	Rank	COUNTY	LEADING	No. of Units With Incomes	Plank	COUNTY	LEADING	No. of Units With Incomes	Ran
STATE	CITY	FD 97,000	In Group	STATE	CITY	57,000 57/D	in Group	STATE	CITY	over \$7,000	Gree
Vew York, N. Y.				Onendage, N. Y	Syracuse	19,046	60	Cheeter, Pa	West Chester	6,771	130
(5 Counties")	New Yerk City Chicago	546,320 365,101	1 2	Camden, N. J	Camden	18,925	70	Caddo, La	Shreveport	8,733 8,675	139
se Angeles, Gal	Los Angeles	342,387	3	Middlesex, N. J	New Brunswick	18,447	71	Pima, Ariz	Tucsen	8,643	141
Vayne, Mich	Detreit Cleveland	200,573 116,775	1	Maricopa, Ariz Suffolk, N. Y	Phoenix Patchague	18,383	72 73	St. Louis, Minn		8,611	14
hitadelphia, Pa	Philadelphia	114,800		Okiahema, Okia	Oldahoma City	10,016	74	Lubbock, Tex	Lubbock	8,581	14
assau, N. Y				Du Page, Ill	Elmhuret	17,667	78	Butler, Ohia		8,550	14
diaghony, Pa	Township Pittsburgh	91,812	7 8	Henrico, Va St. Jeeeph, Ind	Richmond South Bond	17,860	78	St. Ctair, III		8,541 8,389	14
t. Louis, Mo	St. Louis	78,390		Kent, Mich	Grand Rapide	17,322	78	Hillsborough, Fla		8,339	14
issex, N. J	Newark	74,743	10	Mercer, N. J Douglas, Nebr	Trenton Omaha	17,115 16,387	79 80	Yerk, Pa Vanderburgh, Ind	Evaneville	8,311 8,129	14
Natrict of Columbia.	Washington	72,480	11	O O-1	Scote Ann	10.746	81	WIII, III	Joliet	8,123	18
laitimere, Md Voetcheeter, N. Y	Baltimere Yonkers	69,804	12	Orange, Cal	Senta Ana Wilmington	16,346	82	Pulaski, Ark	Little Rock	8,101	18
Aiddlesex, Mass	Cambridge	68,403	14	Mahoning, Ohio		18,963	83	Racine, Wisc		8,056	16
ian Francisco, Gal	San Francisco	66,133	16	Lake, Ill	Waukegan	15,827	84	Riverside, Cal		8,027	10
farris, Tex filwaykes, Wisc	Houston Milwaukee	63,271	16	Tules, Okla	Tulea Sait Lake City	15,764	85	Knex, Tenn Mobile, Ala		7,967	18
Bergen, N. J	Hackeneack	61,618	18	Polic, Iowa	Des Moines	14,618	87	Rock Island, III	Rock Island	7,792	11
Mameda, Cal	Oakland	61,426	19	Freene, Cal	Freene	14,608	88	Saginaw, Mich		7,767	11
ling, Wash	Seattle	84,729	20	Stark, Ohio	Canton	14,230	89	Lane, Ore		7,738	11
Dallas, Tox	Delias	49,006	21	Albany, N. Y	Albany	14,216	90	Travis, Tex		7,723	11
irie, N. Y	Buffale	49,637	22	Sookane, Wash	Spekane	14,210	91	***************************************		.,,	1
tennepin, Minn	Minneapelis	46,065	23	San Bernardine, Cal.		14,190	92	Wyandotte, Kans		7,612	11
familton, Ohio	Cincinnati	43,339	24	Pierce, Wash	Nashville -	14,190	92	Lackawanna, Pa Plymouth, Mass		7,600	10
Marion, Ind	Boston Indianapolis	42,701 41,996	25 26	Davideon, Tenn Sedgwick, Kans	Wichita	14,184	96	Washington, Pa		7,363	11
airfield, Conn	Bridgeport	41,485	27	Berks, Pa	Reading	14,124	96	Kalamazoo, Mich	Kalamazee	7,314	11
fartford, Conn	Hartford	41,386	28	Lancaster, Pa	Lancaster	14,060	97	Washtenaw, Mich		7,222	10
Jnion, N. J		41,200 39,182	29	Monmouth, N. J		13,940	95	Somerset, N. J Burlington, N. J		7,172	16
our creps, con	San Dreye	30,100	20	Duval, Fla	Jacksonville	13,900	100	Sangamon, III		7,056	11
Dade, Fla		39,134	31	HISTORY OF TAX			1	Newport News, Va	Newport News	7,019	17
Delaware, Pa	Cheeter City	38,948	32	Bristol, Mass Macomb, Mich	New Bedford Mount Clemens	13,522	101	Greenville, S. C	Greenville	6,836	17
Hudson, N. J Franklin, Ohio		38,151	34	Morria, N. J	1.750000	13,270	103	Hamilton, Tenn		6,797	1
Dakland, Mich		36,065	35	Ingham, Mich	Laneing	12,676	104	Champaign, III		6,678	17
New Haven, Conn		34,595	36	Allen, Ind		12,136	106	Dutchess, N. Y		6,861	17
Lucas, Ohio Arlington, Va		33,125	37	El Paso, Tex		11,738	107	New London, Conn Solano, Cal		6,617 6,593	17
Jackson, Mo		32,897	30	East Baton		10000	100	Roanoke, Va		6,590	1
Ban Matee, Cal	San Mateo	32,705	40	Rouge, La	. Baton Rouge	11,640	100	Orange, N. Y		6,490	17
Monroe, N. Y	Dashester	32,396	41	Fairfax, Va	Falls Church Orietal	11,605	100	Galveston, Tex		6,482	11
Norfolk, Mass		31,945	42	unicks, Pili		11,000	1	Conventing reserves			-
Multnomah, Ore	Portland	30,845	43	Luzerne, Pa		11,488	111	Broward, Fla		1	11
Montgomery, Pa	Lower Merion Township		-	San Joaquin, Cal		11,454	112	Lancaster, Nebr	Linceln Trey	6,353	11
Montgomery, Ohio		30,931	45	Mecklenberg, N. C Erie, Pa		11,342	114	Hillsborough, N. H		6,254	11
Denver, Colo		30,103	46	De Kalb, Ga	Decetur	11,283	115	Fernyth, N. G		6,221	1
Orleans, La		27,819	47	Dane, Wisc		11,248	118	Richland, S. C Cambria, Pa		6,143 6,135	1
Lake, Ind Jefferson, Ky		26,882	48	Kanawha, W. Va		11,200	118	Santa Barbara, Cal		6,100	1
Montgomery, Md		25,964	50	Westmoreland, Pa Lehigh, Pa	. Greensburg Allentown	10,811	119	Scett, lowa		6,000 8,035	1
Fulton, Ga		25,212	81	DASCHOUSE IN			400	Selbour Allah	Battie Creek	8,022	1
Providence, R. I		24,964	53	Peoria, III Schenectady, N. Y		10,697	121	Galheun, Mich Stanielaus, Cal	The second secon	5,995	1
Tarrant, Tex		24,485	54	Winnebage, Ill		10,320	123	Black Hawk, Iowa		5,986	1
Summit, Ohio	Akron	24,454	56	Nueces, Tex	. Corpus Christi	10,245	124	Berichire, Mass		5,930	!
Sacramento, Cal		24,408	86	Niagara, N. Y		10,100	125	Potter, Tex Montgomery, Ala		5,915 5,844	1
Passaic, N. J Santa Ciara, Cal		23,512	87 58	Broome, N. Y Bernalillo, N. M		9,963	127	Wake, N. C		5,798	li
Worcester, Mass		23,192	59	Madison, III	. Alton	9,868	128	Linn, lowa	. Gedar Rapide	5,784	1
Flamsey, Minn	St. Paul	22,907	00	Monterey, Cal Oneida, N. Y		9,638 9,630	129 130	Gumberland, Me Weedbury, Iowa		5,788 8,780	1 2
Contra Costa, Cal		22,612	61	Danielle St	Harrishura	9,429	131	Total Above Countie	W 4	5,880,174	1
Shelby, Tenn Jefferson, Ala		22,148	62	Dauphin, Pa Northampton, Pa		9,390	132	Total Autora Countrie	1		
Bexar, Tex		29,775	84	Guilford, N. C	. Greensbero	9,238	133	% of U. S. A. Total			
Genesee, Mick	Flint	20,245	65	Marin, Cal		9,155	134	Units with Income		. 73,5821	
Hampden, Mass Prince Georges, Md.		19,454	66	†Johnson, Kans Lerain, Ohie		8,986	138	47,000		.1 .3.0021	-
Norfolk, Va		19,121	68	Beaver, Pa		8,906	137	14 Br W. C.			

*Beroughs

+Part of the Kansas City Metropolitan Area

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THE MICHIGAN MARKET (Detroit Retail Trading Area)

8 out of 10 Detroit Times Are HOME DELIVERED-An Im-portant Group Of Dependable Family Prospects to Develop Into Steady Customers Of

REPRESENTED NATIONALLY BY THE HEARST ADVERTISING SERVICE

Detroit Times.

Dollar Volume in Top Income Group, 200 Leading Counties Estimates, 1954, for the 200 counties leading in income in the over-\$7,000 group

COUNTY	LEADING	NET E. B. I.	Bank	COUNTY	LEADING	NET E. B. I.	Bank	COUNTY	LEADING	NET E. B. I.	R
and	LEADING	SM	in	and	LEADING	SM	in	and	CEMBING	SW	1
STATE	CITY	Estimates (in thous.)	Group	STATE	CITY	Estimates (in thous.)	Greup	STATE	CITY	Estimates (in thous.)	Gr
ew York, N. Y.			-	Genesse, Mich	Flint	243,043	80	Northampton, Pa	Bothjohem	111,508	13
(5 Counties")	New York City	7,177,957	1	Hampdon, Mass	Springfield	234.696	70	York, Pa	York	110,926	14
ok, III		5.063,556	2	The state of the s		200,000	1				
s Angeles, Cal		4,182,687	3	Maricopa, Ariz	Pheenix	233,622	71	Butler, Ohio	Hamilton	110,859	14
syne, Mich		2,506,513	4	Suffolk, N. Y	Patchogue	231,861	72	Vanderburgh, Ind	Evansville	110,551	14
yahoga, Ohio		1,496,032	6	Camden, N. J.	Camden	229,723	73	Trumbull, Ohio	Warren	110,028	14
iladelphia, Pa		1,415,651		Middlesex, N. J	New Brunswick	225,854	74	Lorain, Ohlo	Lorain	106,302	14
1800U, N. Y			1	Norfolk, Va	Norfolk	225,714	75	Beaver, Pa	Beaver Falls	105,421	14
	Township	1,405,897	7	Prince Georges, Md.		225,433	76	Pima, Ariz	Tuesen	105,264	14
egheny, Pa		1,115,535	1	Oklahoma, Okla	Oklahoma City	222,999	77	Mobile, Ala	Mobile	104,846	14
Louis, Mo		1,077,431	9	Mercer, N. J	Trenten	210,967	78	Will, III	Joliet	104,773	14
юх, N. J	Newark	1,000,090	10	Tulea, Okia	Tulea	217,183	79	Pinelias, Fla	St. Petersburg	103,112	1
				Mahoning, Ohio	Youngstown	215,276	80	Knex, Tenn	Knexville	100,970	1
estchester, N. Y.	Yonkers	997,636	11	Lake, III	Waukegan	213,968	81	Travia, Tex	Austin	99,930	1
iddlesex, Mass.	Cambridge	868,146	12	St. Joseph, Ind	South Bend	213,560	82	Greenville, S. C	Greenville	99,115	1
urris, Tex	Houston	880,017	13		Grand Rapids	213,418	83	St. Clair, III	East St. Louis	96,628	1
rgen, N. J	Huckeneack	815,742	14	Douglas, Nohr	Omaha	202,103	84	Racine, Wisc	Racine	98,478	1
n Francisco, Cai		814,966	15	Orange, Gal	Santa Ana	200,170	85	Rock Island, Ill	Rock Island	98,124	1
ltimore, Md		807,049	18	Laneaster, Pa	Lancaster	193,933	36	Lackawanna, Pa	Scranten	97,348	1
Iwaukee, Wisc.		784,805	17	Sedgwick, Kans	Wichita	190,923	87	Hillsberough, Fla	Tampa	97,170	1
strict of Columb		784,122	18	Salt Lake, Utah	Sait Lake City	189,783	88	St. Louis, Minn	Duluth	96,645	1
ameda, Gal		747,247	10	Albany, N. Y	Albany	188,180	20	Ventura, Gal	Ventura	95,219	1
lias, Tex	Dalias	705,860	20	Kern, Cal	Bakerefield	108,230	10	Plymouth, Mass	Breckton	95,191	1
irfield, Conn		682,885	21	Stark, Ohio	Ganten	185,401	91	Washington, Pa	Washington	92,719	1
ng, Wash	Seattle	665,953	22	Davideon, Tenn	Nashvilie	182,405	92	New Landan, Cann	New London	92,686	1
ertford, Conn	Hartford	657,637	23	Monmouth, N. J		181,940	93	Saginaw, Mich	Saginaw	92,235	1
ie, N. Y		647,372	24	Freeno, Cal		181,735	94	Wyandotte, Kans	Kansas City	91,822	1
milton, Ohio		560,048	25	Polk, Iowa		178,599	95	Kalamazoo, Mich	Kalamazoo	89,386	1
nnepin, Minn		552,596	28	Berks, Pa		175,902	96	Lane, Ore	Eugene	89,064	1
ion, N. J	Efizabeth	538,389	27	Morrie, N. J	. Morristown	175,058	97	Washtenaw, Mich	Ann Arbor	89,063	1
de, Fla		528,574	28	Duval, Fla		172,177	98	Reaneke, Va	Reanake	88,296	1
ffolk, Mass		523,261 522,088	29 30	Spokane, Wash De Kalb, Ga	Spekane Decatur	171,169 170,267	100	Jefferson, La Someraet, N. J	Gretna Semerville	88,273 87,637	1
olaware, Pa	100	1.080	1	Pierce, Wash	******		101	Sangamon, III	Springfield	87,449	1
ew Haven, Conn		505,635	31	Macomb, Mich	. Tacoma	169,239	102	Dutchess, N. Y	Poughkeepsie	86,980	1
anklin, Ohio		498,526	32	Bristol, Mass	New Bedford		103	Hamilton, Tonn	Chattanooga	85,854	1
		485,688	33			164,538	104	Galvesten, Tex		85,765	1
n Diego, Cal		472,735	34	San Bernardine, Cal.			108	Riverside, Cal	Riverside	83,874	1
	Jersey City	461,773	35	Mecklenberg, N. C.		159,787	108	Orange, N. Y		83,796	
nkland, Mich In Mateo, Cal		480,973	36	Allen, Ind		189,679	107	Hinds, Miss	Jackson	82,673	1
		455,360	37	Ingham, Mich	. Lansing	154,817	107	Rensociaer, N. Y	Trey	82,314	1
rlington, Va		446,831	38	East Baton	Batan Bauma	484 347	108	Litchfield, Conn	Torrington	80,666	1
orfolk, Mass		437,888	39	Rouge, La		154,347		Broward, Fla	Fort Lauderdale	80,344	1
iontgomery, Pa.	Lower Merion Township	436,803	40	Jefferson, Tex Luzerne, Pa		152,681 149,954	110		1		1
								Nawport News, Va	Newport News	80,286	1
lenree, N. Y		430,864	41	Bucks, Pa		147,664	111	Santa Barbara, Cal	Santa Barbara	79,499	1
cksen, Me	Kansas City	422,285	42	Kans, III	. Aurera	148,637	112	Potter, Tex	Amarillo	78,150	1
scas, Ohio		412,753	43	El Paso, Tex		145,904	113	Lancaster, Nehr	Lincoln	77,925	
onver, Colo		378,840	44	Peeria, III		144,048	114	Richiand, S. G		77,398	
Sontgomery, Ohi	io Dayton	388,242	45	Dane, Wisc	. Madison	143,238	118	Foreyth, N. C	Winston-Salem	77,378	
ffereen, Ky		365,538	48	Fairfax, Va		141,884	116	Burlington, N. J	Burlington	77,134	
rienns, La		384,949	47	Nueces, Tex		141,632	117	Cambria, Pa	Johnstown	76,565	1
ulton, Ga		358,075	48	San Jeaquin, Cal		141,321	118	Wake, N. G	Raleigh	75,889	1
lultnomah, Ore. ake, Ind		351,286	49	Westmoreland, Pa Erie, Pa		137,987 137,565	118	Clark, Ohio	Springfield	75,770	
,			-			1371434		Hillsborough, N. H	Manchester	75,647	1
fontgomery, Md	Reckville	332,227	51	Kanawha, W. Va	Charlesten	134,719	121	Stanislaus, Cal	Modesto	74,630	1
ummit, Ohie		317,550		Lehigh, Pa		134,552	122	Sciano, Cal	Vallejo	73,709	
seex, Mass		308,451	53	Broome, N. Y		130,042		Scott, Iowa	Davenport	73,578	1
rovidence, R. I.		303,538	54	Niagara, N. Y		128,616	124	Shawnse, Kans	Topeka	73,523	1
urrant, Tex		299,611		†Johnson, Kans		125,445		La Salie, Ill	Streater	73,433	
fferson, Ala		208,500		Bernalillo, N. M		123,971	128	Waukesha, Wisc	Waukesha	72,725	
cramento, Cal.		290,508		Schenectady, N. Y.		123,371	127	Weedbury, lowa	Sioux City	72,541	
anta Clara, Cal.		288,248		Oneida, N. Y		123,330	126	Champaign, III	Champaign	72,347	1
helby, Tenn	Memphia	286,566		Winnebago, III		122,598		Montgomery, Ala	Montgomery	71,804	
nessie, N. J		284,367		Madison, III		122,895	130	Total Above Counties		71,290,788	-
Vorcester, Mass.		281,004	61	Monterey, Cal	. Salinas	120,233	131				-
low Castle, Del.		270,007		Pulaski, Ark		118,896		% of Total U. S. A.	1	1	
amsey, Minn		265,770		Marin, Cal		117,320		Income Over \$7,000	0	. 75.0014	1
ontra Costa, Cal		262,726		Guilford, N. C		116,593		The Late of the La	-		
exar, Tex		262,419		Chester, Pa		118,478		APP OF PAS			
u Page, Ili		254,754		Lubbock, Tex	The second second	113,795					
nondaga, N. Y		250,318		Gaddo, La		112,329					
enrico, Va		243,230		Daupkin, Pa		112,053					

^{*}Boroughs

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McCall's

Urbanized Population, 200 Leading Counties Estimates, January 1, 1955, for the 200 counties leading in this category

COUNTY and STATE	LEADING	URBAN POPULA- TION Est. (in thousands)	Flank in Group	COUNTY and STATE	LEADING CITY	URBAN POPULA- TION SM Est. (In thousands)	Rank in Group	COUNTY and STATE	LEADING	URBAN POPULA- TION SAD Est. (In thousands)	Rank in Greu
New York, N. Y.				Hillsborough, Fla	Tamps	287.9	80	Kanawha, W. Va	Charlestan	138.8	138
(5 Counties*)		8,028.4	2	Henrico, Va	Richmond	287.3	70	Chatham, Ga	Savannah	138.7	137
Les Angeles, Col Dook, III		4,997.9	3	Douglas, Nebr	Omaha	287.0	71	Northampton, Pa Beaver, Pa	Bethleham Beaver Falis	137.0	138
Wayne, Mich		2,824.0	4	Davidson, Tenn	Nashville	280.9	72	Charleston, S. C	Charleston	134.6	140
Miladelphia, Pa		2,130.6	8	Sacramente, Col	Sacramento	270.3	73				1.00
uyahoga, Ohio		1,479.4		Centra Ceeta, Cal		284.4	74	Jeffereon, La	Greens	134.1	141
llegheny, Pa		1,425.5	7	Salt Lake, Utah	Salt Lake City	263.4	75	Schenectady, N. Y	Schenectady	133.1	142
t. Louis, Me		1,321.1		Middlesex, N. J		261.7	76	Lake, III	Waukegan	130.2	148
altimore, Md Aiddleeex, Mass		986.1	10	Mentgomery, Pa	Township	259.9	77	Cambria, Pa	Johnstown Columbia	130.1	144
roundedway Ivinos	. Camorrago		-	Sedgwick, Kana	Wichita	280.0	77	Hillsborough, N. H	Manchester	128.6 127.7	146
faccas, N. Y	. Hompstead			Kent, Mich	Grand Rapids	255.3	79	Riverside, Cal	Riverside	127.6	147
	Township	973.5	11	San Bernardine, Cal	San Bernardine	255.0	80	Cumberland, Me	Portland	126.9	148
Eesex, N. J		902.4	12					Dane, Wiec	Madison	125.5	148
farrio, Tex	. Houston	925.0	13	Arlington, Va		237.6	81	Kane, III	Aurora	128.0	150
Suffolk, Mass		921.4 882.8	14	Lackawanna, Pa	Scranton Tulea	234.8	82				1
Allwaukee, Wiec Netrict of Columbia		871.0	18	Tulea, Olda	Flint	232.7	B3 B4	Richmond, Ga	Augusta Atlantic City	124.0 122.5	151
rie, N. Y		852.8	17	Mahoning, Ohle		230.3	85	Rock Island, Ill	Rock Island	122.5	163
lameda, Cal		815.4	18	Stark, Ohio		222.4	86	Montgomery, Ala	Montgomery	121.3	154
lan Francisco, Cal		808.2	19	Morcor, N. J	Trenton	218.7	87	Lancaster, Pa	Lancaster	121.2	155
familton, Ohio	Cincinneti	728.8	20	Mobile, Ala		215.3	88	Plymouth, Mass	Brockten	120.3	156
				Polk, Iowa	Dea Meinea	212.9	199	Pima, Ariz	Tuccon	118.7	157
(Ing, Wash Dallas, Tex		090.9 685.2	21 22	Albany, N. Y	Albany	210.1	90	De Kalb, Ga	Decatur	117.3	158
ade, Fla		081.3	23	Orange, Cal	Santa Ana	209,9	91 -	Reanoke, Va Saginaw, Mick	Roanoke Saginaw	117.1	150
ludeon, N. J		067.7	24	New Castle, Dol		209.4	92	Saginaw, Mick	outhurn	117.1	100
lennepin, Minn		661.4	25	Spekane, Wash		205.6	83	Wichita, Tex	Wichita Falls	116.9	161
an Diego, Cal		956.9	26	Pierce, Wash	Tacoma	205.6	93	Butler, Ohio	Hamilton	116.9	161
ergen, N. J		642.4	27	Jefferson, Tex		201.0	95	Hinds, Miss	Jackson	116.4	163
Veetcheeter, N. Y.,		623.5	28	Pinellas, Fla		194.0	96	Broward, Fla	Fort Lauderdale	116.3	164
Irleans, La Narion, Ind		619.9 967.6	30	St. Joseph, Ind	South Bend Hyatteville	192.8	96	Lerain, Ohie	Lorain	115.5	165
martung tride	. Indianapons	807.0	30	Prince Georges, Md El Paso, Tex	El Paso	189.8	99	Galveston, Tex	Galveeten	114.7	166
ackson, Mo	. Kanees City	548.3	31	Nuocos, Tox	Corpus Christi	183.4	100	York, Pa Schuylkill, Pa	York Pottsville	114.0 113.6	107
rovidence, R. I		542.4	32					Hidaigo, Tex	McAilen	113.1	169
lew Haven, Conn		529.7	33	East Baton	and the same of			Lubbock, Tex	Lubbock	111.8	170
exar, Tex		500.9	34	Rouge, La		183.1	101	Palm Beack, Fla	West Palm		
fartford, Conn		497.1	36	Erie, Pa		181.4	102		Beach	111.6	171
offereon, Ala		496.5 496.2	36	Freeno, Cal Newport News, Va		178.9 175.0	103	Lancaster, Nobr	Lincoln	111.4	172
rankiin, Ohio		401.8	38	Berks, Pa		173.7	105	Greenville, S. C Trumbull, Ohie	Greenville Warren	110.7	173
airfield, Cenn		488.5	30	St. Clair, Ill		173.2	108	Merria, N. J	Morristown	108.9	175
Denver, Colo		483.5	40	Pulaski, Ark		171.7	107	Foreyth, N. C	Winston-Salem	108.6	176
				Travis, Tex	Austin	170.6	108	Berkehire, Mass	Pittefield	107.9	177
effereen, Ky		466.8	41	Macomb, Mich		169.2	100	Muscogee, Ga	Columbus	107.2	178
Multnomak, Ore Tulton, Ga		462.8	42	Oneida, N. Y	Utica	188.5	110	Orange, Fla	Orlando	105.2	179
thelby, Tenn		483.9	44	Bernaillie, N. M	Albuquerque	108.2	111	Shawnee, Kana	Topoka	104.7	186
Monroe, N. Y	Rochester	451.6	45	Hamilton, Tenn		184.5	112	McLennan, Tex	Wace	104.4	181
Verfolk, Va	Norfolk	448.9	46	Monmouth, N. J		184.5	112	Sangamon, III		104.4	181
arrant, Tex		442.2	47	San Jeaquin, Gal		184.3	114	Bibb, Ga	Macen	103.1	183
Jnion, N. J		441.1	48	St. Louis, Minn		163.9	118	Seiano, Cal	Valleje	102.4	184
Worcester, Mass		436.3	49	Lohigh, Pa		163.6	110	Will, III	Joliet	101.2	185
Jalaware, Pa	Chester	420.0	80	Dauphin, Pa Niagara, N. Y	Harrisburg Niagara Falls	163.1	117	Blair, Pa		100.6	186
ake, Ind	Gary	381.0	81	Suffetk, N. Y		162.3	110	Rensesiaer, N. Y Escambia, Fla	Troy Pensacola	100.0	188
Bummit, Ohio	Akren	300.4	82	Kern, Cal	Bakersfield	162.2	120	Washtenaw, Mich		99.0	189
.ucas, Oble	Toledo	384.0	53				13.0	Kenton, Ky	Covington	98.6	190
Montgomery, Ohia.		379.3	84	Montgomery, Md		189.9	121	Muskegon, Mich	Muskegen	97.7	191
lamory, Minn		367.1	56	Knex, Tenn		159.6	122	Cameron, Tex	Harlingen	97.8	192
akland, Mich		365.8	56 87	Wyandette, Kane Mecklenberg, N. C		159.6	123	Harrison, Miss	Gulfpert	97.2	193
ierfelk, Mass		349,1	58	Allen, Ind		158.0	125	Washington, Pa		96.2	194
lampden, Mass		347.3	80	Weetmoreland, Pa		187.9	128	Kalamazoo, Mich Monterey, Cal		94.0	196
ristol, Mass		343.9	60	Ingham, Mich	Laneing	156.6	127	Calhoun, Mich		93.5	187
	-		-	Vanderburgh, Ind	Evansville	156.8	128	Potter, Tex		83.3	198
faricopa, Artz		334.2	81	Cadde, La		155.3	129	Black Hawk, Iowa	Wateriee	93.3	196
kiahema, Okia uzerne, Pa		322.9	82 83	Broome, N. Y	Binghamton	184.0	130	New Lenden, Cenn	New London	92.0	200
ian Matee, Col	San Mateo	312.5	84	Pooria, III	Peorla	149.8	131	Yetal About Count	1 - 15 19/01	88 HE2 C	
Duval, Fla		309.7	85	Madison, III		147.8	132	Total Above Counties		74,6933	10.00
amden, N. J	Camden	308.6	66	Du Page, III	Elmhurat	143.0	133	# W O. S. R		14.000	-
mondage, N. Y	Syracuse	300.3	87	Guilford, N. C	Greensboro	141.1	134		, with an Urban		
lanta Clara, Cal	San Jose	209.5	86	Winnehage, III	Reckford	140.7	138	287.0 thousand, 1			

O SM, 1955.



While time ran out he used to wait For shipments that would come too late . . .



But now, for speed, he's sure to stress He wants things sent RAILWAY EXPRESS

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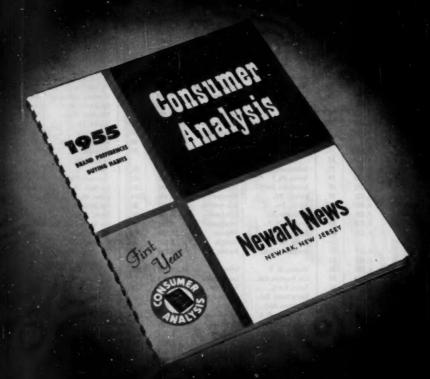
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Total Retail Sales, 200 Leading Counties Estimates, 1954, for the 200 counties leading in this category

COUNTY	LEADING	SALES	Bank	COUNTY	LEADING	SALES	Dank	COUNTY	LEADING	SALES	-
	LEADING	SXI	Rank		LEADING	SH	Rank		LEADING	SXI	R
STATE	CITY	Est. (in thousands)	in Group	STATE	CITY	Est. (in thousands)	Group	STATE	CITY	Est. (in thousands)	Gr
ew York, N. Y.				Bristol, Mass	New Bedford	389,443	70	Washington, Pa	Washington	196,391	14
(5 Counties*)	New York City	10,100,326	1					Orange, N. Y	Newburgh	195,648	14
a Angeles, Cal	Los Angeles	8,582,538	2	Duval, Fla	Jacksonville	386,861	71	Butler, Ohie	Hamilton	194,710	14
ok, III.	Chicago	8,288,587	3	Davidson, Tenn	Nashville -	388,100	72	Travis, Tex		193,792	1
iyne, Mich.	Detroit	3,545,221	4	Norfolk, Mass	Quincy	376,189	73	Madison, Ill		193,411	1
iladelphia, Pa	Philadelphia	2,868,143		Sedgwick, Kans	Wichita	374,608	74	Bernalillo, N. M	Albuquerque	189,230	1
yahoga, Ohio	Cleveland	1,907,682	6	Albany, N. Y	Albany	309,903	75	Palm Beach, Fla			١.
	Pittsburgh St. Louis	1,837,161	8	Freeno, Cal	Freeno	367,861	78	Stanislaus, Cal	Beach Modesto	187,913	1
Itimore, Md	Baltimore	1,546,502		Suffolk, N. Y Luzerne, Pa	Patchogue Wilkes-Barre	362,781 358,003	77 78	Schenectady, N. Y		187,631	1
flori, Mass	Beston	1,407,987	10	Tuisa, Okia	Tulsa Salt Lake City	356,883 353,821	79 80	Broward, Fla		180,565	i
strick of Columbia	Washington	1,381,435	11		out the only	000,021		Saginaw, Mich	Saginsw	184,339	1
oex, N. J	Newark	1,258,731	12	Orange, Cal	Santa Ana	352,077	81	Morris, N. J		184,127	1
n Francisco, Cal	San Francisco	1,244,848	13	Camden, N. J.	Camden	330,512	82	Lorain, Ohio	Lorain	183,542	1
rrie, Tex.	Houston	1,109,351	14	Polk, lowa	Des Moines	337,275	83	Du Page, III		182,679	1
Swankee, Wisc	Milwaukee	1,186,131	15	Stark, Ohio	Canton	333,731	84	Cambria, Pa	Johnstown	182,471	1
ie. N. Y	Buffalo	1,136,204	16	Mercer, N. J	Trenton	327,688	85	Sangamon, III	Springfield	178,677	1
ssau, N. Y	Hemastead			New Castle, Del	Wilmington	321,655	86	Hillsborough, N. H	Manchester	177,768	1
1 1 1 1 1 1 1 1 1	Township	1,063,285	17	Monmouth, N. J	Asbury Park	320,455	87	Monterey, Cal		177,484	1
ameda, Cal	Oakiand	1,046,983	18	Mahoning, Ohio	Youngstown	313,006	88	Beaver, Pa		176,440	1
ckson, Mo	Dallas Kansas City	1,033,483	19	Westmoreland, Pa Hillsborough, Fla	Greensburg Tampa	308,913 304,384	90	Dutchess, N. Y		175,862	1
market Other	Olesland		04	A41.44	N	***	000	Lubbock, Tex	Lubbock	175,079	1
smilton, Ohia	Cincinnati	990,713	21	Middleeex, N. J	New Brunswick	302,172	91	East Baton			II.
ennepin, Minn	Minneapolis Seattle	969,505	22 23	San Mates, Gal Contra Costa, Cal	San Mateo Richmond	300,046	92	Rouge, La Greenville, S. C		175,072	1
ade, Fla	Miami	967,316 965,923	24	Berks, Pa	Reading	297,878 294,816	94	Wyandotte, Kana		171,255	1
liddlesez, Mass	Cambridge	948,967	25	Spokane, Wash	Spokane	288,232	95	Richland, S. C		179,350	1
estchester, N. Y	Yonkers	868,692	26	St. Joseph, Ind	South Band	286,214	96	Fayette, Pa		109,858	1
arion, Ind	Indianapolis	829,504	27	Kern, Cal	Bakerefield	283,740	97	Orange, Fla	Orlande	167,640	1
in Diego, Cat	San Diego	798,680	28	Erie, Pa	Erie	277,780	98	Chautaugua, N. Y	Jamestown	167,204	1
artford, Conn	Hartford	791,631	29	Pierce, Wash	Tacoma.	271,723	99	Will, III	Jaliet	167,043	1
ulinomals, Ore	Portland	773,611	30	Allen, Ind	Fort Wayne	265,778	100	Trumball, Ohia	Warren	167,031	1
ilton, Ga	Atlanta	756,406	31	Lancaster, Pa	Lancaster	265,371	101	Senoma, Cal	Santa Rosa	166,623	1
enver, Cola	Denver	689,934	32	Hamilton, Tenn	Chattannega	263,520	102	New London, Cenn		168,470	1
irfield, Cons	Bridgeport	609,390	33	Ingham, Mich	Lansing	261,175	103	Roanoke, Va		166,411	1
ew Haven, Cenn	New Haven	677,275	34	Jefferson, Tex	Beaument	260,232	104	McLennan, Tex		166,407	1
anklin, Ohio	Columbus	163,309	35	Oneida, N. Y	Utica	257,892	106	Chatham, Gs		166,022	1
rieans, La	New Orleans	658,644	36	Arlington, Va	Alexandria	254,139	106	Linn, Iowa		165,943	1
revidence, R. I	Providence	552,200	37	San Joaquin, Cal	Stockton	253,624	107	Kalamazoo, Mich		164,209	1
udeon, N. J.	Jersey City	639,270	38	Riverside, Cal Guilford, N. C	Riverside	252,931	106	Lane, Ore	Newport News	162,874	1
onroe, N. Y	Rechester Memphis	634,689	40	Dauphin, Pa	Greensbore Harrieburg	281,503 249,570	110	Washtenaw, Mich	Ann Arbor	161,219	i
arrant, Tox	Fart Worth	610,477	41	Pinelina, Fla	St. Petersburg	249,396	111	Flock Island, III	Rock Island	161,108	1
orcester, Mass	Worcester	606,500	42	Kanawha, W. Va	Charleston	246,243	112	Schuylkill, Pa		160,241	1
rgen, N. J.	Hackensack	507,783	43	Knex, Tenn	Knoxville	245,138	113	Calhoun, Mich		157,401	R
fferson, Ky	Louisville	594,946	44	El Paso, Tex	El Paen	241,551	114	Chester, Pa		157,114	1
fferson, Ala	Birmingham	583,146	45	St. Louis, Minn	Duluth	239,717	115	Lancaster, Nebr		157.069	1
xar, Tex	San Antonio	584,353	46	Mecklenberg, N. C	Charlette	238,800	116	Tulare, Cal		156,309	1
	Lynn	552,060	47	Montgomery, Md	Rockville	238,274	117	Yakima, Wash		155,642	1
cas, Ohio	Tulede	561,358	48	Nueces, Tex	Corpus Christi	232,223	110	Galveston, Tex		154,397	1
ikland, Mich	Pontiac	587,178	49	Lackawanna, Pa	Scranton	229,044	110	Berrien, Mich	Benton Harbor	154,282	1
entgomery, Ohio	Dayten	535,100	80	Pulaski, Ark	Little Rock	227,848	120	Prince Georges, Md		154,138	1
meey, Minn	St. Paul	523,854	81	Pooria, III	Pooria	226,310	121	Muskegen, Mich	Muskegon	152,688	1
ımmit, Ohio	Akron	522,612	82	Lehigh, Pa	Allentown	225,913	122	Berkshire, Mass	Pittsfield	152,162	1
aricopa, Ariz	Phoenix	499,840	23	Macomb, Mich	Mount Clemens	225,384	123	Potter, Tex	Amarillo	132,150	
	Gary	491,354	54	York, Pa	York	225,238	124	Ventura, Cal	Ventura	151,862	1
	Paterson	486,810	55	Winnebago, III	Rockford	223,549	125	Santa Barbara, Cal		149,490	1
	Elizabeth	475,516	56	Kane, III	Aurora Missess Falls	223,003	126	Rensselaer, N. Y Charlesten, S. C		149,036	1
	Springfield Norfelk	457,981 451,563	58	Niagara, N. Y	Niagara Falls Binghamton	222,404	127 128	Woodbury, Iowa		146,522	1
	Syracuse	440,778	50	Breame, N. Y Mabile, Ala	Mobile	222,151 221,984	128	Montgomery, Ala		144,659	1
	San Jose	427,183	00	Gaddo, La	Shreveport	221,306	130	Hinds, Miss		143,700	2
lahoma, Okla		422,377	61	Plymouth, Mass	Brockton	215,863	131	Total Above Counties		108,264,189	
seramento, Cal		418,092	82	Northampton, Pa	Bethishem	215,463	132	07 at 11 0 a		62 5716	
	Richmond	412,617	63	Atlantic, N. J	Atlantic City	214,415	133	% of U. S. A		63.6718	
	Flint	410,663	84	Pima, Ariz	Tucson	210,887	134				
ontgomery, Pa	Lower Morion	AND 424	65	Dane, Wisc	Wadwen	210,208	135 136	The state of the s			
laware, Pa	Township Choster	307,702	86	St. Clair, III		209,587	137	Honolulu Count	, with Total Re	tail Sales of	
		395,527	67	Cumberland, Me		208,429	138		nd, would rank 7		
ouglas, Nebr	SOMETHIE.	1200,021	-	Commercial trees.	- ar count	PAGE ATT	100	dougland money	on the same of	**************	

The Greater NEWARK ANALYSIS

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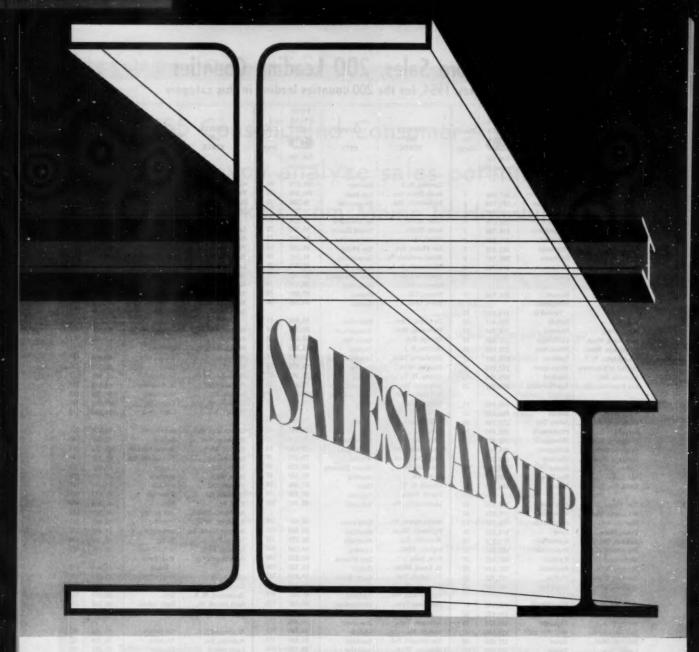
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Evenings Newark News Sunday

NEWARK 1, NEW JERSEY O'MARA & ORMSBEE, INC.

Retail Sales Per Family, 200 Counties Estimates, 1954, for the 200 counties leading in total retail sales

100 69 10	1 2 . 1 4	SALES PER		1	618	PER		E-E-B-B-B-B	141111111111111111111111111111111111111	PER	
COUNTY	LEADING	FAMILY	Rank	COUNTY	LEADING	FAMILY	Rank	COUNTY	LEADING	FAMILY	Ran
and	1	SMD	in	and		(SXI)	in	and	6	SX	in
STATE	CITY	Estimates	Group	STATE	CITY	Estimates	Group	STATE	CITY	Estimates	Gree
District of Columbia.	Washington	8,407	1	Northampton, Pa	Bethiehem	4,012	n	Ventura, Cal	Ventura	3,523	139
uffolk, Mass	Boston	5,299	2	New York, N. Y.		111811		Riverside, Cal	Riversida	3,518	140
ackson, Mo	Kanaas City	8,170	3	(5 Countles*)		3,997	72				
ulton, Ga	Atlanta	5,049	4	Onendaga, N. Y	Syracues	3,996	73	Pulaeki, Ark	Little Rock	3,500	141
dantic, N. J	Atlantic City	4,873		Salt Lake, Utah Washtenaw, Mich	Sait Lake City Ann Arber	3,991	74	Chatham, Ga Hillsborough, Fla		3,495	142
Outchees, N. Y		4,763	7	Sangamon, Ill		3,971	76	Morris, N. J	Morristown	3,495	144
fenrice, Va		4,702		Menroe, N. Y	Rochester	3,964	77	Pima, Ariz	Tucson	3,481	145
Ilbany, N. Y	Albany	4,000		Harris, Tox		3,963	78	Yakima, Wash	Yakima	3,490	148
Cano, III	Aurera	4,619	10	Hampden, Mass		3,986	79	Camden, N. J	Camden	3,489	147
Vayne, Mich	Detroit	4 619	11	Davidson, Tenn	Nastrville	3,932	80	Monterey, Cal Greenville, S. C	Salinas Greenville	3,487	140
builford, N. C		4,617	12	Peeria, III	Peoria	3,922	81	Lane, Ore	Eugene	3,485	150
Benesee, Mich		4,548	12	Freene, Cal		3,913	82	marry or accessor	Lagana	9,470	100
lamsey, Minn	St. Paul	4,534	14	Summit, Ohio		3,906	83	Beaver, Pa	Beaver Falls	3,406	151
ngham, Mich		4,611	18	Montgomery, Pa				Norfolk, Va	Norfolk	3,452	152
tartford, Conn		4,511	18		Township	3,903	84	Westmoreland, Pa	Greensburg	3,436	183
Vow Castia, Del		4,484	17	Sedgwick, Kana	Wichita Joliet	3,902		Plymouth, Mass Macomb, Mick	Brockton Mount Clemens	3,436	183 188
ubbock, Tex		4,432	19	New Haven, Conn	New Haven	3,888	87	Tulare, Cal	Visalia	3,420 -3,415	158
Muttnomah, Ora	Portland	4,423	20	Caddo, La	The second secon	3,676	88	Orange, Cal	Senta Ana	3,408	157
		4,100		Lerain, Ohie	Lorain	3,856	80	Montgomery, Ala	Montgomery	3,404	188
Westcheeter, N. Y		4,419	21	Kalamazeo, Mich	Kalamazoo	3,865	90	Jefferson, Ala	Birmingham	3,396	150
Denver, Cole		4,413	22				- 0	Luzerne, Pa	Wilkee-Barre	3,381	180
Polk, Iowa	Des Meines	4,397	23	Schenectady, N. Y		3,860	91	1112			
Eccox, N. J.	Newark	4,302	24	Berks, Pa	Reading	3,844	92	Trumbull, Ohio	Warren	3,386	161
dennepin, Minn Dade, Fla	Minneapolis	4,387 4,383	25 28	Baltimore, Md Lehigh, Pa	Baltimore Allentown	3,840	93	Du Page, III Essex, Mass	Elmhuret Lynn	3,358 3,322	163
Wilwaukoe, Wisc	Milwaukee	4,342	27	Bexar, Tex		3,831	95	San Diego, Cal	San Diego	3,294	184
lan Francisco, Cal	San Francisco	4,336	28	Lancaster, Pa		3,829	98	Hinds, Miss	Jackson	3,282	165
Passaic, N. J	Paterson	4,335	28	Broome, N. Y		3,824	97	San Bernardine, Cal.	San Bernardine	3,281	186
Marion, Ind	Indianapolis	4,276	30	Saginaw, Mich		3,824	97	Fayette, Pa	Uniontown	3,273	167
				Wake, N. C		3,806	98	Cambria, Pa	Johnstown	3,253	168
Lucae, Ohio		4,271	31	Oaklami, Mich	Pontiac	3,799	100	Washington, Pa	Washington	3,246	180
Douglas, Nebr		4,268	32	Onelde N V	Utica	3,798	101	Richmond, Ga	Augusta	3,236	170
Gook, Ill	Cleveland	4,264	34	Oneida, N. Y Los Angeles, Cal		3,773	102	Bristol, Mass	New Bedford	3,227	171
Phitadelphia, Pa	Philadelphia	4,282	35	Knox, Tenn		3,754	103	Pinelias, Fla	St. Petersburg	3,222	172
Hamilton, Tenn	Chattanooga	4,287	36	Sacramento, Cal		3,753	104	Spartanburg, S. C	Spartanburg	3,185	173
Fairfield, Conn	Bridgeport	4,230	37	Maricopa, Ariz	Phoenix	3,753	104	Hudeon, N. J	Jersey City	3,157	174
Roanoke, Va		4,213	38	Providence, R. I		3,733	106	Lackawanna, Pa	Scranton	3,151	175
Allen, Ind		4,206	39	Jefferson, Ky	Louisville	3,725	107	Bucks, Pa	Bristol	3,150	176
Winnebago, Ill	Reckford	4,202	40	Kanawha, W. Va Stark, Ohio	Charleston	3,703	108	Gameren, Tex Madison, Ill	Harlingen Alton	3,141	177 178
Orange, N. Y	Newbursh	4,181	41	Nassau, N. Y		3,050	100	St. Ciair, III	East St. Louis	3.073	179
St. Joseph, Ind		4,177	42		Township	3,688	110	Delaware, Pa	Chester	3,043	180
Butler, Ohlo	Hamilton	4,100	43								
Shelby, Tenn	Memphis	4,141	44	Duval, Fla	Jacksenville	3,886	111	Norfolk, Mass	Quincy	3,041	181
Tarrant, Tex		4,119	48	Hillsborough, N. H	Manchester	3,881	112	Wyandotte, Kans	Kaneas City	3,036	182
Sumberland, Ma	Portland	4,119	48	St. Louis, Mo Rock Island, III		3,968	113	Burlington, N. J Mobile, Ala	Burlington Mobile	3,016	183 184
Nueces, Tex Stanielaus, Cal	Corpus Christl Modesto	4,117	48	Niagara, N. Y		3,862	114	Escambia, Fla	Peneacola	3,000 2,995	185
Monmouth, N. J	Asbury Park	4,114	40	Suffolk, N. Y		3,853	116	East Baton			
Lake, Ind	Gary	4,112	80	Union, N. J	Elizabeth	3,882	117	Rouge, La	Baten Rouge	2,993	186
				Alameda, Gal	Oakland	3,651	118	Pierce, Wash	Tacoma	2,989	187
Richland, S. C	Columbia	4,105	51	Worcester, Mass	Worcester	3,548	119	Foreyth, N. C	Winston-Salem	2,988	188
Allegheny, Pa		4,098	52	Bernalillo, N. M	Albuquerque	3,632	120	Bergen, N. J		2,986	189
Erie, Pa	Erie West Bales	4,001	63	Santa Clara Cal	San Jose	9 000	101	Middlesex, Mass	Cambridge	2,985	190
Paim Beach, Fla	Beach	4,005	84	Santa Clara, Cal Chautaugua, N. Y		3,620	121	Charleston, S. C	Charleston	2,954	191
Dane, Wisc	Madison	4,076	55	Arlington, Va		3,815	123	Schuylidil, Pa	Pottsville	2,882	192
Montgomery, Ohie	Dayton	4,073	86	Lake, Ill		3,806	124	Hidalge, Tex	McAllen	2,856	183
Mahoning, Ohlo		4,070	87	St. Louis, Minn	Duluth	3,805	126	San Matee, Cal	San Mateo	2,858	193
Montgomery, Md	Rockville	4,067	58	Chester, Pa	West Chester	3,804	126	Contra Costa, Cal	Richmond	2,808	195
Broward, Fla			88	Spokane, Wash		3,803	127	Polk, Fla	Lakeland	2,723	196
Kent, Mich	Grand Rapids	4,062	60	King, Wash		3,002	128	Anne Arundel, Md Jefferson, La	Annapolis Gretna	2,581 2,520	197
Jefferson, Tex	Resument	4,000	81	San Josquin, Cal Oklahoma, Okla		3,592	129	Prince Georges, Md		2,253	198
McLennan, Tex		4,069	62	Oxidentially Oxide	OKISHORIE CRY	0,002	100	De Kalb, Ga	Decatur	1,618	200
Dauphin, Pa		4,068	63	Orienne, La	New Orleans	3,587	131		F 4 - 1 - 1		
Mecklenberg, N. C		4,084	64	Vanderburgh, Ind		3,584	132	U.S. Por Family Sales		3,571	
Franklin, Ohio	Columbus	4,052	66	New London, Conn		3,557	133				
Erio, N. Y	Buffaio	4,039	86	Middleeex, N. J		3,555	134		ity, with a Sales		
Tulea, Okla		4,037	67	Orange, Fla		3,844	135	\$4,041, would	rank 88 If include	ed above.	
Travis, Tex		4,028	50	Kern, Gal		3,542	136				
						3,541	157				



In station representation it's salesmanship that counts

Our whole concept of TV representation is based upon salesmanship. That's the only commodity we have to sell and every function of our business is designed to improve and to better this commodity.

We have found the one thing that interests a smart buyer is facts. And so our presentations are all designed to convey the greatest possible amount of factual information in the least amount of time.

The result of Blair factual salesmanship is that in market after market the Blair-TV represented station leads in national spot business.

May we give you the plain, unvarnished facts on any or all of these Blair represented stations? STATION MARKET
WTVR-Richmond, Va.
WDSU-TV-New Orleans, La.
WDSU-TV-Omaha, Neb.
WBNS-TV-Columbus, Ohio
KING-TV-Seattle, Wash.
KTTV-Los Angeles, Cal.
WBKB-Chicago, III.
WXYZ-TV-Detroit, Mich.
WGBI-TV-Scranton-Wilkes Barre, Pa.
WTCN-TV MinneapolisWMIN-TV St. Paul, Minn.
WHBQ-TV-Memphis, Tenn.
WDBO-TV-Orlando, Fla.
WABT-Birmingham, Ala.
KOVR-San Francisco-

Stockton, Cal.
KTRK-TV—Houston, Texas
WFIL-TV—Philadelphia, Pa.
KYOO-TV—Tulsa, Okla.
WFLA-TV—Tampa-St. Petersburg, Fla.
WPRO-TV—Providence, R.1.

TELEVISION'S FIRST EXCLUSIVE NATIONAL REPRESENTATIVE

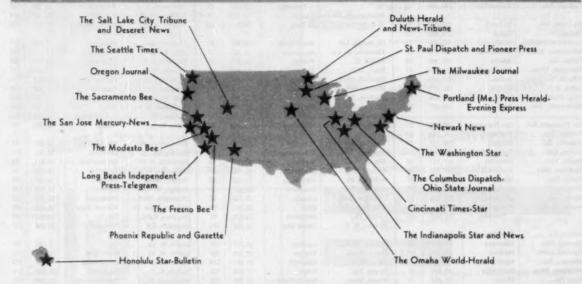


New York • Chicago • Detroit San Francisco • Boston • Dallas • St. Louis Jacksonville • Los Angeles • Seattle

Food Store Sales, 200 Leading Counties Estimates, 1954, for the 200 counties leading in this category

COUNTY	LEADING	FOOD STORE SALES	Rank	COUNTY	LEADING	STORE SALES	Rank	COUNTY	LEADING	STORE SALES	Ran
and STATE	CITY	SAD Eat. (in	in Group	and STATE	CITY	Est. (in	in Group	and STATE	CITY	Est. (in	Grou
		thousands)				thousands)				thousands)	1
New York, N. Y.				Camden, N. J	Camden	101,773	68	Knex, Tenn	Knoxville	52,547	137
(5 Countles*)	New York City	2,847,094	1	Santa Clara, Cal	San Jose	100,344	89	Peoria, III	Peoria	52,468	138
Los Angeles, Cal	Los Angeles	1,571,290	2	Sacramento, Cal	Sacramente	99,386	70	Orange, N. Y	Newburgh	52,282	139
Cook, III	Chicago	1,344,797	3	Lunanna Da	MARINA	97,806	71	Nuoces, Tex	Corpus Christi	52,048	140
Wayne, Mich	Detroit	780,376	4	Kent, Mich	Wilkee-Barre	96,102	72	Lorain, Ohio	Lorain	81.934	141
Philadelphia, Pa Cuyahoga, Ohie	Philadelphia	816,789	5	Duval, Fla	Grand Rapids Jacksonville	94,906	73	Cambria, Pa	Johnstown	51,108	142
Allegheny, Pa	Cleveland Pittsburgh	512,509	7	San Matee, Cal	San Matee	94,355	74	Pima, Ariz	Tucson	49,355	143
Saltimore, Md	Baltimore	391,562	8	Weetmoreland, Pa	Greensburg	91,892	78	Guilford, N. C	Greensbere	48,992	144
St. Louis, Mo	St. Louis	371,775		Monmouth, N. J	Asbury Park	91,363	76	Lehigh, Pa	Allentown	48,839	145
Buffolk, Mass	Boston	327,057	10	Middlesex, N. J	New Brunswick	90,005	77	New London, Conn	New London	48,582	146
		1		Henrico, Va	Richmond	86,951	78	Bucke, Pa	Bristol	48,019	147
Essex, N. J	Newark	326,539	11	Freeno, Cal	Freene	86,004	79	Trumbull, Ohie	Warren	47,882	148
Nassau, N. Y	Hempetead			Stark, Ohie	Canton	84,523	86	Schuylkill, Pa	Pottsville	47,612	149
	Township	311,500	12					Saginaw, Mich	Saginaw	47,530	150
Erie, N. Y	Buffalo	281,481	13	Davidson, Tenn	Nashvilla	83,948	81				
Harria, Tox	Houston	280,794	14	Mahoning, Ohio	Youngetown	83,316	82	Schenectady, N. Y		47,224	151
Middlesex, Mass		281,520	15	Orange, Cal	Santa Ama	83,213	84	Caddo, La		45,974	153
Milwaukee, Wisc		279,656	16	Mercer, N. J.	Treaton	80,595	85	Mecklenberg, N. C		45,969	154
Westchoster, N. Y	Yonkers	278,387	17	Oklahoma, Okla	Okiahema City	80,435	86	Wyandotte, Kans		45,862	15
District of Culumbia		277,919	18	Douglas, Nebr	Omaha	79,978	87	Will, Ill		45,765	156
Alameda, Cal		270,500	19	Albany, N. Y	Albany	78,048	88	Muskegen, Mich		45,271	15
San Francisco, Cal	San Francisco	265,391	20	Arlington, Va	Alexandria	74,895	89	Pinellas, Fla		44,826	15
M	Obstant		-	Salt Lake, Utah Tulea, Okla	Salt Lake City	74,402	90	Fayette, Pa Vanderburgh, Ind		44,788	15
Hamilton, Ohie		249,096	21	Tunni, Okin	Tulea	14,462	-	Pulaski, Ark		43,783	18
King, Wash		218,039	22	Hillsborough, Fla	Yaman	71,932	91	Puntaki, Pike	Little Hotel	43,783	100
Hudson, N. J Bergen, N. J		212,760	23	Erie, Pa	Tampa Erie	71,897	92	Chautaugus, N. Y	Jamestewn	43,038	16
		203,490	26	Korn, Cal		71,278	93	Monterey, Cal		42,856	16
Hennepin, Minn		202,911	28	New Castle, Del		70,430	94	Berrien, Mich		42,182	16
Fairfield, Conn Hartford, Conn		201,657	27	Sødgwick, Kans		70,271	95	Broward, Fla		42,178	16
Dallas, Tex		200,357	28	Macomb, Mich		22.00	96	Tulare, Cal		41,929	16
San Diego, Cal		193,636	29	Berks, Pa		68,816	97	Dane, Wisc		41,916	16
Dade, Fla		193,030	30	Oneida, N. Y		67,945	98	Ventura, Cal		41,838	16
Dane, File	PARSONIN	193,077	-	Pierce, Wash	Tacoma	67,168	99	Chatham, Ga		41,658	16
New Haven, Conn	New Haven	183,974	31	Lackawanna, Pa		86,280	100	Blair, Pa		41,562	16
Worcester, Mass		175,676	32	Destruction value	Strainen	-		Washtenaw, Mich		41,532	17
Marion, Ind		175,207	33	Northampton, Pa	Bathlehem	86,081	191	Berkshire, Mass		41,485	17
Essex, Mass		174,336	34	Plymouth, Mass		65,482	102	Newport News, Va		41,417	17
Jackson, Me		171,200	35	Riverside, Cal		85,070	163	Travis, Tex		40,801	17
Providence, R. I		169,810	36	Ingham, Mich		64,234	104	Calhoun, Mich		40,526	17
Multnomah, Ore		167,487	37	Potk, lowa	Des Moines	63,833	105	Palm Beach, Fla	. West Paim	1	
Monroe, N. Y		157,244	38	St. Louis, Minn	Duluth	62,100	108		Beach	46,354	17
Oakland, Mich		147,103	39	St. Joseph, Ind	South Bend	61,314	107	Chester, Pa	. West Chester	40,282	17
Franklin, Ohie	. Columbus	146,380	40	Kanawha, W. Va		61,122	108	Bernalillo, N. M	. Albuquerquo	39,931	17
				Cumberland, Me	- Portland	61,027	100	Renectaer, N. Y		39,915	17
Jefferson, Ala	. Birmingham	142,449	41	Hamilton, Tenn	- Chattaneoga	60,437	110	Rock Island, III		39,700	17
Jefferson, Ky	. Lauisville	141,572	42					Kalamazoo, Mich	. Kalamazoo	39,340	18
Union, N. J	. Elizabeth	140,673	43	Jefferson, Tex		59,469	111				1
Orleans, La		138,686		Mobile, Ala		58,690	112	Charleston, S. C		39,004	18
Summit, Ohie		137,928		San Joaquin, Cal		58,504	113	Roanoke, Va		38,709	10
Lucas, Ohio		133,956		Spokane, Wash		58,156	114	Lane, Ore		38,621	11
Montgomery, Ohio		131,212		Morris, N. J		57,861	118	Solano, Cai		38,196	11
Denver, Cole		130,473		Prince Georges, Md		57,838		Orango, Fla		37,953	11
Fulton, Ga		127,895		Dutchees, N. Y		57,790		Greenville, S. C		37,621	11
Bexar, Tex	. San Antonio	126,900	50	Washington, Pa		57,443		McLennan, Tex		36,950	11
				Allen, Ind		57,331		Sangamon, Ill		36,944	1
Lake, Ind	Gary	124,460		Ningara, N. Y	Niagara Falls	56,811	120	Racine, Wisc		38,584	
Passaic, N. J.	Painreen	123,301	82	York, Pa	. York	56,794	121	Yakima, Wash Stanislaus, Cal		38,297	
Montgomery, Pa		100 000		St. Clair, III		56,593				35,856	
Mamadan Man	Township	122,295		Du Page, ill		56,441		Galvesion, Tex Burlington, N. J		35,854	
Hampdon, Mass		120,523		Madison, Ill		55,788		Litchfield, Conn		34,923	
Dolaware, Pa Norfolk, Mass		119,780		Lancaster, Pa		55,681		Polk, Fla		34,783	
Bristol, Mass		118,616		Beaver, Pa		55,590		East Baten		211.00	1
Shelby, Tenn		116,890		Lake, Ill.		55,47		Flouge, La	Baton Rouge	34,330	1
Tarrant, Tex		114,484		Montgomery, Md		55,153		Snohomish, Wash		34,292	
Onondoga, N. Y		112,08		Hillsborough, N. H.		55,10		Jackson, Mich		34,215	
Service of the Terri	oyracus.	112,000	90	Dauphin, Pa		54,80		La Salle, Ill		33,761	
Norfolk, Va	Norfolk	112,01	8 61			-		Ulster, N. Y		33,551	
Suffolic, N. Y		109,40		Broome, N. Y	Binghamten	84,35	131	Uman, N. I	1 1 1 2 1 2 1 2 1 2		-
Ramsey, Minn		100,29		Kano, III		54,15		Total Above Count	les	26,692,377	7
Centra Costa, Cal.		108,13		Atlantic N. J		53,84					
San Bernardine, Co				Butler, Ohio		53,79					
Maricopa, Ariz		106,31		Winnebage, III		53,44		Hanalulu Cou	nty, with a Food	Sale of \$122	,130
Genesee, Mich		103,47		El Paso, Tex		52,91		thousand, wor	old rank 54 if includ	ded above.	

1955 Consolidated Consumer Analysis to help you analyze sales potentials in 20 markets from Maine to Honolulu



Consumer Analysis surveys were conducted by newspapers in 20 metropolitan markets in 1955, to bring you current comparable data on buying habits, brand preference and product usage in more than 150 product classifications.

All data has been compiled since January 1, 1955, and all 20 surveys used identical questions. The survey sample included over 50,000 families in the metropolitan areas where retail sales exceeded eleven billion dollars. Thousands of brands were reported in consumer use and 1,400 leading brands are listed in the report.

This Consolidated Report combines the 20-market data in one convenient 200-page digest with side-by-side tabulations showing comparative brand position and product use in each market.

Get your copy from one of the newspapers listed above.

SUBJECTS COVERED

include grocery products, meats, soaps and detergents, toiletries, foundation garments, home ownership, home heating, appliances, painting, television sets, beer, alcoholic beverages, soft drinks, dog food, cigars, cigarettes, pipe tobacco, gasoline, oil, antifreeze, tires, wrist watches, life insurance, family income, power tools, outboard motors, power lawn mowers.

General Merchandise Store Sales, 200 Leading Counties

Estimates, 1954, for the 200 counties leading in this category

		GENERAL MDSE				GENERAL MDSE		100		GENERAL MDSE.	
	E.E.V.	STORE	1015	CURRILL	W 00	STORE		100 0		STORE	1
COUNTY	LEADING	SALES	Rank	COUNTY	LEADING	SALES	Bank	COUNTY	LEADING	SALES	Rar
and		(JXI)	of	and		SH	of	and		SH	0
STATE	CITY	The second	Group	STATE	CITY		Group	STATE	CITY		Gre
		Est. (in thousands)	19	CHIEF	DOCK II	Est. (in	HA	N CHEST		Est. (in thousands)	
										-	
Dask, III	Chicago	1,160,350	1	Allen, Ind	Fort Wayne Youngetown	40,509	70	Orange, Fia		19,938	138
(5 Countles*)	New York City	879,077	2	New Haven, Conn	New Haven	40,384	71	Richmond, Ga		19,483	140
se Angeles, Cal	Los Angeles	748,590	3	Hampden, Mass	Springfield	40.175	72	Travia, Tex		18,885	141
hiladelphia, Pa	Philadelphia	485,714	4	Norfolk, Va	Norfolk	39,874	73	Macon, III	Decatur	18,761	142
Wayne, Mich	Detroit	462,694	8	Passaic, N. J	Paterson	38,924	74	San Jeaquin, Cal		18,533	143
Alleghony, Pa	Pittsburgh	314,386	6	Pulaski, Ark	Little Rock	38,183	78	Linn, Iowa		18,424	144
Suffelic, Mass	Boston	278,000	. 7	Knox, Tenn	Knoxville	38,140	76	Sangamon, Hi		18,371	145
	Cleveland Baltimere	296,052		New Castle, Del Mentgomery, Pa	Wilmington	37,787	77	Lane, Ore		18,190	147
lackeen, Ma	Kansas City	247,570 234,635	10	moneyomery, Pa	Lower Merien Township	37,131	78	Monmouth, N. J		18,156	148
	realisms only	204,000		Hilleberough, Fla	Tampa	37,014	70	Cumberland. Me	Portland	18,161	148
St. Louis, Mo	St. Louis	225,088	11	El Paso, Tex	El Pago	36,745	80	Foreyth, N. C	The second second	17,853	150
Dallas, Tax	Dallas	218,832	12								
District of Columbia.	Washington	186,398	13	St. Joseph, Ind	South Bend	35,643	81	Chatham, Ga	Savannah	17,529	181
Wilwaukee, Wiec	Milwaukee	184,279	14	Kanawha, W. Va	Charleston	35,543	82	Ohio, W. Va		17,510	182
ulton, Ga	Atlanta	180,180	15	Peoria, Ill	Peeria '	35,316	83	Richland, S. C		17,430	153
fennepin, Minn	Minneapolis	178,494	16	Stark, Ohio	Canten	33,718	84	Saginaw, Mich		17,365	154
Erie, N. Y	Buffalo	159,829	17	Genesse, Mich	Flint	33,577	86	Wyandotte, Kans		17,295	156
Eccox, N. J	Newark	187,077	18	Mecklenberg, N. C	Charlette	33,215	86	Roaneke, Va		17,258	156
King, Wash Multnemah, Ore	Seattle Pertland	154,488	19	Cambria, Pa Dauphin, Pa	Johnstown	32,894	87	Reck Island, Ill McDowell, W. Va	Reck feland Welch	17,188	158
Mutmeman, Ore	Persians	148,427	20	Essex, Mass	Harrioburg Lynn	32,991	80	St. Ciair, III	East St. Louis	17,083	158
San Francisco, Cal	San Francisco	146,386	21	San Bernardine, Cal	San Bernardine	32,975	90	Wake, N. C	Rajeigh	16,979	160
	Fort Worth	141,588	22	our burnarding can.	Oan Dernarding	31,540	-	**************************************	· · · · · · · · · · · · · · · · · · ·	10,010	100
Nameda, Gal	Oakland	140,221	23	Montgomery, Md	Reckville	31,707	91	Montgomery, Ala	Montgomery	16,961	161
	Denver	138,206	24	Hamilton, Tenn	Chattaneega	30,852	92	Fayette, Ky	Lexington	16,851	162
	Memphia	137,731	25	Mercer, N. J	Trenton	30,498	93	Bernalille, N. M	Albuquerque	16,811	163
	Cincinnati.	137,555	25	Breome, N. Y	Binghamton	29,462	94	Buncombe, N. C		18,693	164
farris, Tox	Houston	135,642	27	Arlington, Va	Alexandria	28,823	96	Norfolk, Mass	Quincy	16,532	165
	St. Paul	132,786	28	Jefferson, Tex	Beaument	28,808	96	Raleigh, W. Va		16,483	166
	Indianapolis	130,800	29	Lancaster, Nebr	Lincoln	28,702	97	Muskegen, Mich		16,483	186
Naseau, N. Y	Hompstead	107 000	-	Erie, Pa	Erie	28,527	26	Newport News, Va		16,405	188
	Township	107,822	30	Hudson, N. J	Allentown Jersey City	28,470 28,481	100	Shawnee, Kans Riverside, Cal:	Topoka Riverside	16,353	170
	New Orleans	107,483	31				404				191
Franklin, Ohio	Columbus	97,940	32	Ingham, Mich	Laneing	28,307	101	Logan, W. Va	Logan	16,008	171
	Hartford Birmingham	91,381	33	Pierce, Wash Union, N. J		27,340	102	Cabell, W. Va Spartanburg, S. C		15,976	173
	Cambridge	83,831	35	Freeno, Cal	Freene	27,241 27,228	104	Suffolk, N. Y		15,680	174
Dade, Fla	Mlami	81,413	36	Bristol, Mass	New Bedford	25,986	105	Middlesex, N. J	New Brunswick		175
	Rochester	79,550	37	Pima, Ariz	Tucsen	28,618	106	Pitteyfvania, Va		15,263	176
Summit, Ohio	Akron	77,702	38	Kane, III	Aurora	26,389	107	Brown, Wisc		15,252	177
lexar, Tex	San Antonio	75,933	39	Berks, Pa	Reading	28,290	106	Niagara, N. Y	Ningara Falls	15,155	178
Montgomery, Ohio	Dayten	75,403	40	St. Louis, Minn	Duluth	26,275	100	Black Hawk, Iowa	Waterlee	18,116	179
Henrico, Va	Richmond	74,038	41	Fayette, Pa	Unientown	25,976	110	Pueblo, Colo	Pueble	15,102	180
Lucas, Ohio	Tolede	72,670	42	Kern, Cal	Bakerefleid	25,338	111	Northampton, Pa	Bethlehem	15,094	181
Westchester, N. Y	Yonkera	72,634	43	Mobile, Ala	Mobile	25,137	112	Ada, 1da	Boise	15,069	182
	San Diego	88,808	44	San Mateo, Cal	San Mateo	24,640	113	Dutchess, N. Y		18,010	183
and a deriver	Louisville	89,736	45	Lancaster, Pa	Lancaster	24,380	114	Cameron, Tex	Harilngen	14,963	184
Albany, N. Y	Albany	69,453	48	Weetmereland, Pa	Greenburg	24,333	115	Sheboygan, Wisc	Sheboygan	14,869	185
Providence, R. I	Providence	64,816	47	Hinds, Miss	Jackson	24,141	116	Yakima, Wash	Yakima	14,790	186
Bullford, N. C	Greensbore	59,020	48	Lackawanna, Pa	Scranton	23,767	117	Durham, N. C		14,758	187
	Oklahoma City	57,810	49	Borgon, N. J	Hackensack .	23,627	118	Dubuque, Iowa	Dubuque	14,654	188
Balt Lake, Utah	Sait Lake Gity	57,862	-	East Baten Reuge La. Nuoces, Tex	Corpus Christi	23,492	110	Centra Cesta, Cai	Richmond	14,483	190
Lake, Ind	Gary	57,290	81	removed Laver Court	Corpus Cintieu	20,402	120	Contra Coom, Can	Indiana	141,400	1
	Syracuse	81,742	82	Delaware, Pa	Cheeter	23,466	121	Blair, Po	Altoona	14,453	191
Maricopa, Ariz		49,050	53	Winnebago, III		23,140	122	Richland, Ohio		14,411	192
Davidson, Tenn		49,451	84	Vanderburgh, Ind		22,767	123	Stanislaus, Cal		14,228	193
lanta Clara, Gal	San Jose	48,209	58	Lubbeck, Tex		22,459	124	Bibb, Ga	Mason	14,145	194
Kent, Mish		48,062	86	Woodbury, iown		22,392	125	Monterey, Cal		14,130	195
Douglas, Nebr	Omaha	46,677	67	Washington, Pa		22,328	126	Campbell, Va		14,064	196
Polk, Iowa	Des Meines	46,263	58	Caddo, La		22,200	127	Galveston, Tex		13,823	197
Worcostor, Mass	Worcester	45,381	50	Orange, Cal		22,086	128	Greens, Ma		13,801	198
Dakland, Mich		45,314	80	Camden, N. J		21,867	120	Marion, Ore		13,465	193
Fairfield, Conn	Bridgeport Tulea	44,313	61	Greenville, S. C		21,084	136	Muscogee, Ga	Octombus .	13,376	200
Spokane, Wash	Spokane	44,211	62	Dane, Wisc Bucks, Pa		21,449	131	Total Above Counties		13,569 653	1
Pinelias, Fia		41,895	64	York, Pa		21,189	133	% of U. S. A			
ledgwick, Kans	Wichita	41,431	65	Vigo, Ind.		20,820	134	-			-
Sacramenta, Cal		41,212	06	Scott, Iowa		20,739	135		y, with a Genera		
uzerne, Pa		41,194	67	Oneida, N. Y		20,585	138		f thousand, wen	ed rank 63	II.
Duval, Fla		40,540	68	McLennan, Tex		20,096	137	included above.			

*Boroughs



to the HARDWARE MARKET

and its four national business magazines

Here's what the market looks like



SALES - Total sales, 1954 \$2,702,000,000 a 118.5% increase since the end of World War II.



PRODUCT RANGE - Total number of product items handled: More than 60,000 with particular growth during recent years in housewares, sporting goods, lawn & garden items and in do-it-yourself tools, supplies and materials.



THE RETAIL MARKET - Total number of retail hardware stores: 34,674 of which 62% (21,421) make 92% of the sales. (1950 U. S. Census).

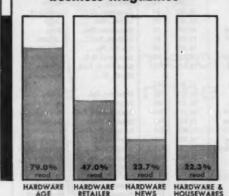


THE WHOLESALE MARKET - Total number of general hardware wholesalers: 549 with a combined sales force of more than 10,200 men. Of this number, over 9,400 are traveling salesmen - calling on their retail trade every 10 days to 2 weeks.

IT'S BIG!

IT'S PROGRESSIVE! IT'S GROWING!

Second Here's how READERS rate the 4 national hardware business magazines



THE MOST COMPREHENSIVE and accurate readership study ever made in the hardware business magazine field established these facts. Conducted through personal interviews by National Analysts, Inc., it also reveals that hardware dealers spend an average of 2 hrs. and 40 min. reading a copy of HARDWARE AGE — 1 hr. and 11 min. devoted to the ads. Copies of the survey report are available on request.

Third

Here's how ADVERTISERS rate the 4 national hardware business magazines

HARDWARE AGE

1309 advertisers used 4095 pages in HARDWARE AGE during 1954

HARDWARE RETAILER

783 advertisers used 2115 pages in HARDWARE RETAILER

H. & H.

294 advertisers used 674 pages in HARDWARE & HOUSEWARES

204 advertisers used 336 pages in HARDWARE NEWS

INTERESTING, TOO, is the fact that in each of the following classifications HARDWARE AGE was used by the vast majority of advertisers in 1954 — Builders' Hardware, etc., Cutlery, Electrical Appliances, Farm & Garden Equipment, Housewares, Industrial Sup-plies, Paints, Plumbing Supplies, Shelf Hardware, Sporting Goods, Games, etc., Store Equipment, etc., and Tools.

YOUR HARDWARE TRADE ADVERTISING WILL BE MOST EFFECTIVE IN

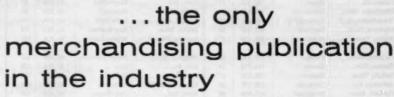
A Chilton Publication Member 11.



Furniture-Household-Radio Store Sales, 200 Leading Counties Estimates, 1954, for the 200 counties leading in this category

COUNTY and STATE	LEADING	FURN HOUSE RADIO STORE SALES SALES Est. (In thousands)	Rank in Group	GOUNTY and STATE	LEADING . CITY	FURN HOUSE RADIO STORE SALES Est. (In thousands)	Flank In Group	COUNTY and STATE	LEADING CITY	FURN HOUSE- RADIO STORE SALES SALES Est. (In thousands)	Flant In Grou
New York, N. Y.	Name Vents Olem			Davidson, Tenn	Nashville	22,267	88	Schuylkill, Pa	Pottsville	11,243	136
	New York City Los Angeles	065,064 463,041	1 2	New Castle, Dei Kent, Mich	Wilmington Grand Rapids	22,235 21,359	70	Fayette, Pa Madison, III	Uniontown	11,118	137
Cook, Ill	Chicago	207,224	3	Rameey, Minn	St. Paul	21,256	71	Pulaski, Ark	Little Rock	11,006	130
	Detroit	170,183	4	Westmoreland, Pa		21,219	72	E. Baton Rouge, La.,	Baton Rouge	10,968	140
	Philadelphia Cleveland	186,442 96,987	8	Freeno, Cel Sedgwick, Kans	Freene Wichlta	21,138	73	Galveston, Tex	Galveston	10,586	141
	St. Louis	93,551	7	Tules, Okla	Tulan	21,070	76	Ingham, Mich Atlantic, N. J	Laneing Atlantic City	10,525	142
lan Francisco, Cal	San Franciece	92,246		San Bernardine, Cal.,	San Bernardino	21,006	76	Linn, lowa	Cedar Rapids	10,317	144
	Pittaburgh	83,813		Delaware, Pa Stark, Ohie	Chester	20,950	77	Travia, Tex	Auetin	10,279	145
Essex, N. J	Newark	83,076	10	Duval, Fla	Canton Jacksonville	20,778	78	Arlington, Va Renessiaer, N. Y	Alexandria Troy	10,254	146
darrie, Tex	Houston	81,309	11.	Onendaga, N. Y	Syracuse	20,308	80	Blair, Pa	Alteons	10,136	148
	Oakland	73,729	12	Constitution of				Chatham, Ga	Savannah	10,054	149
Juffolk, Mass	Baltimere Besten	73,723 73,613	18 -	Montgomery, Pa		20,276	81	Washington, Pa	Washington	9,983	180
District of Columbia	Washington	09,349	18	Middlesex, N. J	Township New Brunswick	20,176	82	Richland, S. C Plymouth, Mass	Columbia	9,973	181
	Miami	60,434	16	Berke, Pa	Reading	19,701	84	St. Clair, III	Breckton East St. Louis	9,954	152
Milwaukee, Wisc	Milwaukee	59,714	17	Contra Costa, Col	Richmend	19,065	85	Orange, Fla	Oriande	9,916	154
Nassau, N. Y	Hempetead			Albany, N. Y		18,760	86	Newport News, Va	Newport News	8,847	185
Erle, N. Y	Township Buffalo	58,309 56,663	18	St. Joseph, Ind Polk, Iowa	South Bend Des Moines	18,278 18,283	86	Niagara, N. Y	Niagara Falls Amarillo	9,847	155
	San Diego	54,786	20	Knox, Tenn	Knexville	18,245	80	Potter, Tex Orange, N. Y	Newburgh	9,825	187
OTHER REPORTS	SERVICE			Jefferson, Tex	Beaument	17,771	90	Gambria, Pa	Johnstown	9,700	150
	Yenkere	52,235	21	44			-	Lane, Ore	Eugene	9,757	180
	Minneapolis Gincinnati	50,658 48,837	22	Hamilton, Tenn	Chattaneoga Alientown	17,420 17,261	91	Kalamazoo, Mich	Kalamazoo	0.750	100
	Kaneas City	48,195	24	Hillsborough, Fla	Tampa	17,045	93	Kane, III	Aurora	9,752 9,861	161
Cing, Wash	Seattle	46,475	25	San Joaquin, Cal	Stockton	16,842	94	Sangamon, Ill	Springfield	9,518	163
	Jersey City	46,254	25	Erie, Pa		16,565	95	Lorain, Ohio	Lorain	9,432	164
	Indianapelia Dallas	45,583 43,116	27 28	Guilferd, N. G Kern, Cai	Greensbere Bakersfield	18,449	96	McLennan, Tex	Waco Lubbook	9,409	168
	Hartford	41,820	29	York, Pa	York	15,879	98	Cheeter, Pa	West Chester	9,303	167
lew Haven, Genn	New Haven	41,537	30	Monmouth, N. J	Asbury Park	15,533	98	Charleston, S. C	Charleston	9,241	168
Pairfield, Conn	Bridgeport	41,100	81	Dauphin, Pa	Harrisburg	15,447	100	Black Hawk, Iowa	Waterlee	9,114	189
	Paterson	40,083	32	Kanawha, W. Va	Charleston	15,354	101	Morris, N. J	Merristown	8,981	170
Multnemah, Ore	Portland	38,918	33	Mercer, N. J	Trenton	15,274	102	Menterey, Cal	Salinas	8,978	171
	New Orleans	37,365	34	San Mateo, Cal		15,272	103	Beaver, Pa	Beaver Falls	8,636	172
	Rochester Denver	37,039	35 36	Mahoning, Ohio Bernalifle, N. M		18,121 15,118	104	Santa Barbara, Cal Shawnoo, Kana	Santa Barbara Topoka	8,865	173
	Cambridge	35,208	37	El Paso, Tex		14,916	106	Schenectady, N. Y	Schenectady	8,861	175
	Providence	35,029	38	Allen, Ind		14,825	107	Wake, N. C	Raleigh	8,808	176
	Hackeneask Columbus	34,961	30	Nuocee, Tex	Corpus Christi	14,748	108	Foreyth, N. C	Winston-Salem	8,777	177
ramum, Omo	Commode	34,107	40	Lackawanna, Pa Pereria, III	Scranton Pooria	14,484	100	Muscogee, Ga Dane, Wisc	Columbus Madieen	8,673 8,667	178
Pulton, Ga	Atlanta	33,913	41			14,442		Hinds, Miss	Jackson	8,489	180
	Phoenix	23,007	42	Lancaster, Pa	Lancaster	14,430	111	Wyandotte, Kans	Kanssa City	8,474	181
	Birmingham Worcester	33,253 32,622	43	Pima, Ariz	Tucson	14,318 14,284	112	Montgomery, Ala Spartanburg, S. C	Montgomery Spartanburg	8,410	182
	Sacramente	32,192	45	Suffolk, N. Y	Putchogue	14,180	114	New London, Cenn	New London	8,384	184
	Louisville	31,480	46	Northampton, Pa	Bethiehem	14,163	115	Racine, Wiec	Racine	8,254	185
	Elizabeth	29,814	47	Winnebago, Ill	Rockford	13,895	116	Saginaw, Mich	Saginaw	8,190	186
	San Antonia Toleda	29,008	49	Breome, N. Y	St. Petereburg Binghamton	13,673	117	Sonoma, Cal El Paso, Cols	Santa Rees Colorade Springe	8,058	187
	Norfolk	28,967	50	Norfolk, Mass	Quincy	13,503	119	Ohlo, W. Va	Wheeling	8,058 8,043	100
helby, Tonn	Memphia	28,511	61	Spokane, Wash		13,488	120	Hidalgo, Tex	McAllen	7,970	190
	Springfield	27,788	52	Beautie M	December	40	101	Stanislaus, Cal	Modesto	7,908	191
	Lynn San Jose	27,638 26,848	83 84	Reaneke, Va Hillsborough, N. H		13,415	121	Marion, Ore Mercer, Pa	Salem Sharen	7,881	192
	Richmond	28,673	55	Onelda, N. Y		13,277	123	Polk, Fla	Lakeland	7,838	194
Douglas, Nohr	Omahe	26,402	56	Caddo, La	Shreveport	13,255	124	Lake, Ill	Waukegan	7,814	195
	Gary Fort Worth	25,893	57	Broward, Fla	Fort Lauderdale.	13,187	125	Bucks, Pa	Bristol	7,797	196
	Fort Worth Dayton	25,681 25,518	80	Paim Beach, Fla Mecklenberg, N. C		13,125	128 127	Trumbull, Ohio	Warren New Castle	7,735	197
	New Bedford	28,517	80	Vanderburgh, Ind	Evaneville	12,906 12,641	128	Durham, N. C	Durham	7,652	199
STORING INCOMPRESENTATION	Oklahoma City	25,338	61	Greenville, S. C	Greenville	12,002	129	La Salle, Ill	Streater	7,635	200
Mitahome, Olda					I Miles and A.	1 40 040	1 400		the same of the sa		-
Oktahoma, Okta lait Lake, Utair	Salt Lake City	25,056	82	Riverside, Cal	Riverside	12,046	130	Total Above Otster	S.C. III. III. III.		1
Oktahome, Okta left Lake, Utain Camden, N. J	Camden	26,177	63	St. Louis, Minn	Duluth	11,894	181	Tetal Above Cities			
Okiahoma, Okia lait Lake, Utain Camden, N. J Dakland, Mich				St. Louis, Minn Mobile, Ala Montgomery, Md	Duluth Mobile			% of U. 8. A		87.8808	





- Devoted exclusively to floor coverings, wall coverings and allied products.
- The largest audited floor covering circulation.
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Automotive Store Sales, 200 Leading Counties Estimates, 1954, for the 200 counties leading in this category

COUNTY	LEADING	MOTIVE SALES	Rank	COUNTY	LEADING	MOTIVE SALES	Flank	COUNTY	LEADING	MOTIVE SALES	Ray
and STATE	CITY	SA	in Group	and STATE	CITY	SH	in Group	and STATE	CITY	SH	Gr
		Est. (in thousands)				Est. (in thous ands)				Est. (in thousands)	
ee Angeloe, Cal	Los Angeles	1,280,317	1	Sacramente, Cal	Sacramento	73,487	Ea.	Pineilae, Fla		39,148	13
look, Ill	Chicago Detroit	918,866	2	Passaic, N. J Essex, Mass	Paterson Lynn	72,724	70	Stanislaus, Cal Hinds, Miss		38,729	13
Haw York, N. Y.	Detroit	881,000		Orange, Cal		72,323	71	Potter, Tex		38,431	14
(6 Counties")	New York City	855,900	4	Hudson, N. J.		70,613	72	Washington, Pa		38,405	14
Cuyahoga, Ohis		332,820	8	Onendaga, N. Y		69,827	73	Lake, Ill		38,245	14
Philadelphia, Pa		303,524		Kent, Mich	Grand Rapids	68,974	. 74	Palm Beach, Fla		38,184	14
Alleghany, Pa		287,390	7	Mentgomery, Md		68,941	78	Sangamon, Ill		38,179	14
St. Louis, Mo		263,209	8	Freeno, Cal	Freene	67,848	76	Monterey, Cal		37,584	14
Harris, Tex Milwaukee, Wiec	Houston	261,372	10	Gamden, N. J		67,064	77	Prince Georges, Md., East Baton	Hyatteville	37,442	14
Erie, N. Y		218,851	11	Spokane, Wash	Richmond Spokane	65,338 64,353	78	Rouge, La	Baton Rouge	37,278	14
		217,000		Ingham, Mich		63,122	80	Vanderburgh, Ind		36,899	14
District of				San Bernardino, Cal.		62,436	81	Butler, Ohio		36,503	18
Columbia	Washington	209,668	12					Newport News, Va		36,237	15
E000X, N. J		198,854	18	Salt Lake, Utah	Saft Lake City	62,380	82				
Dal'ss, Tex	Dallas	196,830	14.	Cadde, La		61,810	83	Bornalillo, N. M		36,119	183
Baltimere, Md		195,184	18	Weetmoreland, Pa		60,599	84	Orange, Fla		35,671	15
San Francisce, Cal Hennesin, Minn		195,405	16	Albany, N. Y		80,584	85	Rock Island, III		35,510	154
Alameda, Cal		184,215	17	Mahoning, Ohio		59,390	86	Wichita, Tex		35,005	158
Marion, Ind		183,962	18	Stark, Ohio St. Joseph, Ind	South Bond	58,092 58,075	87	Northampton, Pa Saginaw, Mich		34,892	150
Nassau, N. Y				Pierce, Wash	Tacoma	50,034	80	Yakima, Wash		34,152	18
	Township	179,404	20	Hillsborough, Fla	Tampa	58,584	80	Bucks, Pa		33,947	186
Hamilton, Oble	Cincinnati	174,519	21	Nueses, Tex	Corpus Christi	58,234	91	Dane, Wisc		33,922	100
								Linn, lowa		33,890	161
fackson, Ms		170,177	22	New Castle, Del	Wilmington	87,078	82	3.			
King, Wash		164,632	23	Jefferson, Tax		56,975	93	Pima, Ariz		33,882	182
Dade, Fla	Miami	102,137	24	Arlington, Va	Alexandria	55,882	84	Plymouth, Mass		33,623	163
San Diege, Cal Multnomah, Ore	San Diege	100,950	28 26	Mercer, N. J San Matee, Gai		55,806	95	Cumberland, Me		33,585	164
Fuiton, Ga	Atlanta	155,378	27	Korn, Cal		55,781	96	Beaver, Pa		33,523 33,416	180
Middlessx, Mass	Cambridge	147,648	28	Berks, Pa		55,889 55,569	98	Orange, N. Y		33,246	167
Weetcheeter, N. Y	Yonkers	145,661	29	Pulaeki, Ark		55,274	99	Cheeter, Pa		32,782	180
Hartferd, Cenn	Hartford	141,990	30	Bristol, Mass		84,751	100	Marion, Ore		32,485	101
Meiby, Tenn	Momphia	138,279	31	Luzerne, Pa		54,384	101	Lorain, Ohie Charleston, S. C	Locain Charlesion	32,375 32,275	170
Oakland, Mich	Pentiac	137,414	32	Macomb, Mich	Mount Clemons	83,425	102	Unactorion, or Ci	United States		
Danver, Cole	Denver	136,715	33	Erie, Pa	Erie	62,205	103	Kalamazoo, Mish	Kalamazee	32,117	177
luffelk, Mass	Beeton	135,227	34	El Pase, Tex	El Paso	52,028	104	Grogg, Tex		32,090	177
lefferson, Ky	Louisville	125,170	35	Gontra Costa, Cal	Richmond	51,994	105	Broward, Fla		31,965	174
Fairfield, Conn		123,506	36	Allen, Ind		51,920	106	Ventura, Cal		31,900	171
Franklin, Ohlo		122,657	37	San Jeaquin, Cai		50,684	107	Lane, Ore		31,881	174
Monros, N. Y	Rechester	121,646	38	St. Louis, Minn		50,632	108	Muscogee, Ga		31,636	177
lefferson, Ala	Toleds Birmingham	117,440 314,291	39 40	Lubbeck, Tex Suffolk, N. Y	Lubbock Patchegue	50,602	109	Wake, N. G		31,495 31,444	171
Farrant, Tex	Fort Worth	112,508	41	Hamilton, Tenn	Chattanooga	58,502 49,919	111	Montgomery, Ala Trumbull, Ohio	Warren	31,202	186
Bergen, N. J.	Hackeneack	111,787	42	Lancaster, Pa	Lancaster	49,870	112	Schuylkill, Pa	Pattsville	31,072	181
Providence, R. I	Providence	110,634	43	Monmouth, N. J	Asbury Park	48,923	113	Taylor, Tox	Abliens	31,047	183
Summit, Ohio	Akron	109,304	44	Wyandotte, Kans,	Kansas City	48,344	114	Will, III	Joliet	30,860	183
Bexar, Tex	San Antonio	108,596	48	Kanawha, W. Va	Charleston	48,285	115	Chatham, Ga	Savannah	30,495	18
New Haven, Conn.	New Haven	108,177	46	Knex, Tenn	Knexville	48,622	116	Fayette, Pa		30,447	18
Oklahoma, Okla	Okiahoma City	105,340	47	Kane, III	Aurora	48,500	117	Chautauqua, N. Y		30,243	18
Maricopa, Artz	Phoenix Flint	100,987	48	Mecklenberg, N. C	Charlotto	46,382	118	Macon, III		30,155	18
Montgomery, Ohio	Dayton	98,596	40	Richland, S. C Guilford, N. C		45,493	119	Schenectady, N. Y Cambria, Pa	Schenectady Johnstown	30,122	18
Douglas, Nobr		92,607	51	Dauphin, Pa	Greensbore Harrisburg	44,788	120 121	Tulare, Cal		29,591	19
							(C. 1)	Reanske, Va		29,432	19
Wercester, Mass		81,942	82	Riverside, Gal		43,345	122	Advanta At A	Mondatana		1
Bedgwick, Kans	Tuiss Wichita	80,779	53 54	Lehigh, Pa		43,265	123	Morris, N. J		29,266	19
Davideon, Tenn	Nashville	86,782	88	Madison, III		43,167	124 125	Escambia, Fla Spartanburg, S. C		29,225	19
Duval, Fla	Jacksonville	86,381	14	Mobile, Ala		42,500	126	Greene, Mo		28,908	1000
Orleans, La	New Orleans	86,210	67	Middlesex, N. J		42,420	127	Muskegen, Mich		28,800	19
Ramsey, Minn	St. Paul	110,250	88	Pooria, III		41,478	128	Kankakee, Ill	Kankakee	28,845	18
Montgomory, Pa	Lower Merlen		1	Travis, Tex	Austin	41,006	120	Ouachita, La	Monree	28,617	19
	Township	63,820	20	Niagara, N. Y	Niagara Falls	41,040	130	Lackawanna, Pa	Scranton	28,512	19
Lake, Ind	Gary	83,226	80	Du Page, Ill		40,781	131	Jackson, Mich		27,696	20
Norfolic, Va	Norfolk	82,030	81			1 9 8 9					1
Union, N. J.	Elizabeth	82,022	62	Oneida, N. Y	Utica	40,106	132	Total Above Counties			
Polik, Iowa Norfolk, Mass	Dee Moines	76,468	63	York, Pa		40,087	133	% of U. S. A	***********	. 59.5277	1
Delaware, Pa		78,310	84 85	McLennan, Tex		39,986	134	Honolulu County	, with Automotiv	e Store Sale	
lampden, Mass	Springfield	74,283	86	Greenville, S. C		39,844	136 136		usand, would ra	nk 99 If in	ja .
	San Jose	2.47.694	-	I - watering of We		99,001	100	ensied above.			

you can tell
a book
by its cover
and...
you can



open the door to more sales

because...TIRES' 32,000 readers are the top-volume TBA buyers and sellers, each verified by Dun & Bradstreet ratings.

because...Tires, always on top of the tremendous growth of tire recapping, has compiled, with the cooperation of the nation's leading recapping mold manufacturers, a verified list of dealer-readers in the profitable recapping field.

because...TIRES' editorial policy is geared to meet the merchandising and management problems of TBA dealers, it has become the "business handbook" of the industry...AND

because...YOU want to open the door to increase sales to the TBA trade, investigate the possibilities now, through TIRES-TBA MERCHANDISING.



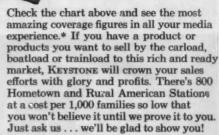
Drug Store Sales, 200 Leading Counties Estimates, 1954, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	SALES SALES Est. (in thousands)	Hank In Group	COUNTY and STATE	LEADING CITY	DRUG STORE SALES SALES Eat. (In thousands)	Rank In Group	GOUNTY and STATE	LEADING CITY	DRUG STORE SALES SHI Est. (in thousands)	Flank in Greu
New York, N. Y.				Lake, Ind	Gary	12,729	89	Calhoun, Mich	Battle Creek	6,007	137
(6 Counties*)	New York City	251,084	1	Sedgwick, Kans	Wichita	12,038	70	Sangamori, Ill		5,983	138
Los Angeles, Cal Gook, III		234,187	2 3	Montgomery, Pa	Lower Merien Township	65 706	-	Du Page, III	Elmburet	8,967	139
Wayne, Mich		190,650 147,523	4	Salt Lake, Utah	Sait Lake City	11,789	71 72	Bernalille, N. M	Albuquerque	8,826	140
Philadelphia, Pa		69,111	8	Union, N. J	Elizabeth	11,530	73	Kern, Gal	Bakersfield	5,817	141
Cuyahoga, Ohlo	Cleveland	62,915		Tulsa, Okla	Tulea	11,522	74	Berks, Pa	Reading	8,798	142
District of Columbia.	Washington	60,956	7	Orange, Cal	Santa Ana	11,247	75	Plymouth, Mass	Brockton	5,794	143
lackson, Mo		52,493		Davidson, Tenn	Nashville	11,237	76	Erie, Pa	Erio	5,063	144
St. Louis, Me		52,305	9	Onondaga, N. Y	Syracues	11,100	77	Lake, Ill	Waukegan	5,622	145
Baltimore, Md	Baltimore	50,699	10	Hillsborough, Fla	Tampa	10,433	78	San Joaquin, Cal	Stockton	5,611	146
Allanham. Da	-			Polk, Iowa	Des Moines	10,265	79	Cumberland, Me	Portland	5,605	147
Allogheny, Pa Dade, Fla		40,791	11	Mobile, Ala	Mobile	10,212	80	Broome, N. Y	Binghamton	5,548	148
Suffolk, Mass	Boston	47,134 39,576	12	Pima, Ariz	Tucsen	10,085	81	Linn, lowa Prince Georges, Md.,	Cedar Rapids Hyattaviile	5,546 5,529	180
Dallas, Tex	Dallas	37,641	14	Freano, Cal	Freene	9,948	82	Printed Caperiles, Mills.	rayattavino	9,029	100
Harris, Tex		37,219	18	Passaic, N. J	Paterson	9,493	83	Lancaster, Nebr	Lincoln	5,512	151
Marion, Ind		36,240	16	Contra Costa, Cal	Richmond	9,027	84	Muskegon, Mich	Muskegen	5,508	152
lan Francisco, Cal	San Francisco	35,088	17	El Paso, Tex	El Paso	8,744	85	Albany, N. Y	Albany	5,500	153
Essex, N. J	Newark	33,740	18	Spokane, Wash	Spokane	8,608	86	Fayette, Ky	Lexington	5,473	154
Hennepin, Minn		32,191	19	De Kalb, Ga	Decatur	8,448	87	Niagara, N. Y	Niagara Falls	5,452	155
Wilwaukee, Wiec	Milwaukee	31,636	20	Jefferson, Tex	Beaumont	8,358	88	Richland, S. C	Columbia	5,391	158
				Monmouth, N. J	Asbury Park	8,303	89	Jackson, Mich	Jackson	5,351	167
Middlesex, Mass		31,554	21	Suffelk, N. Y	Patchegue	8,168	90	Potter, Tex	Amerille	5,303	158
Alameda, Cal Erle, N. Y		30,961	22	Allen Ind	Fort Moume		91	Oneida, N. Y	Utica	5,278	150
Hamilton, Ohio		29,248 28,928	23	Alien, Ind	Fort Wayne Laneing	8,166	91	Northampton, Pa	Bethlehem	5,251	100
Denver, Cole		28,580	26	Pinelias, Fia	St. Petersburg	7,933	93	Lorain, Obio	Lorain	5,180	101
King, Wash		27,804	26	Hamilton, Tenn	Chattaneoga	7,915	94	Buchanan, Mo	St. Joseph	5,172	162
Orieans, La		27,402	27	Stark, Ohio	Canton	7,913	95	Greenville, S. C	Greenville	5,157	163
Jefferson, Ky		28,183	20	Dauphin, Pa	Harriaburg	7,908	96	Lancaster, Pa	Lancaster	5,140	164
lan Diego, Cal	San Diego	25,704	29	New Castie, Del	Wilmington	7,819	97 -	Madison, Ill	Alton	5,100	166
Hartford, Conn		28,456	30	Travia, Tex	Austin	7,818	88	Newport News, Va	Newport News	5,106	106
	CONTRACT 1	Printed.		St. Joseph, Ind	South Bend	7,813	99	Chatham, Ga		5,037	187
Providence, R. L		21,804	31	Nueces, Tex	Corpus Christi	7,811	100	El Paso, Gole	Colorado Springe		188
Westchester, N. Y		21,516	32					St. Clair, III	East St. Louis	4,965	100
ranklin, Ohio		21,118	33	Macomb, Mich	Mount Clemens	7,777	101	Lackawanna, Pa	Scranton	4,951	170
Vassau, N. Y				Dane, Wiec	Madison	7,659	102				494
Fairfield, Conn	Township Bridgeport	21,100	34 35	Pulaski, Ark Gaddo, La	Little Reck Shrevepert	7,650	103	Reck Island, III Washington, Pa	Hock Island Washington	4,908 4,902	171
New Haven, Conn		20,971	36	Riverside, Gal	Riverside	7,503	105	Butler, Ohio		4,860	173
Fulton, Ga		19,646	37	Pierce, Wash	Tacoma	7,463	106	Santa Barbara, Cal		4,800	174
Montgomery, Ohio		19,329	38	Camden, N. J	Camden	7,338	107	Roanoke, Va		4,748	175
Farrant, Tex	Fort Worth	18,926	39	Wyandotte, Kans	Kansas City	7,271	108	Beaver, Pa		4,728	176
Monroe, N. Y	Ruchester	18,001	40	Washtenaw, Mich	Ann Arbor	7,228	100	Will, Ill	Joliet	4,728	176
				Vanderburgh, Ind	Evansville	7,190	110	Charleston, S. C		4,640	178
Boxer, Tex	San Antonio	17,828	41					Weedbury, Iowa		4,612	179
Kent, Mich		17,820	42	Broward, Fla	Fort Lauderdale	7,182	111	McLennan, Tex	Wace	4,583	180
Maricopa, Ariz Shelby, Tenn		17,676	43	San Matee, Cal Washoe, Nev		7,077	112	New Landon Com	New Lenden	4,872	181
Oakland, Mich		17,002	44	Knox, Tenn	Reno	7,063	113	New Lendon, Conn		4,554	182
Hudeon, N. J		17,149	45 46	Luzerne, Pa	Knoxville Wilkee-Barre	7,031 6,922	118	Orange, N. Y Monterey, Cal		4,522	183
Essex, Mass		16,816	47	Mercer, N. J.	Trenten	6,900	116	Wake, N. C		4,488	184
Lucas, Ohio		16,426	48	Mahoning, Ohio	Youngstown	6,884	117	Morria, N. J		4,428	185
Multnomah, Ore		16,208	40	Kalamazoo, Mich	Kalamazoo	6,816	118	Cheeter, Pa		4,416	186
Bergen, N. J		18,614	50	Westmoreland, Pa	Greensburg	6,707	119	Schenectady, N. Y		4,386	187
				Atlantic, N. J	Atlantic City	8,616	120	Yakima, Wash	Yakima	4,304	188
Oklahoma, Okla		15,401	51					Ventura, Cal		4,288	189
Worcester, Mass		15,483	52	Mecklenberg, N. C		6,614	121	Wichita, Tex		4,279	190
Norfolk, Va	Norfolk	15,356	83	Lubbock, Tex	Lubbeck	6,613	122	Polk, Fla		4,270	191
Genesee, Mich		15,127	84	East Baton			400	Champaign, Ill		4,287	192
Hampdon, Mass		15,083	85	Rouge, La		6,585	123 124	Shawnee, Kans		4,228	194
Henrice, Va Duval, Fla		14,888	57	Middlesex, N. J Guilford, N. C		6,524	125	Hinds, Miss Foreyth, N. C		4,114	195
Delaware, Pa		14,733	57	Kane, III		6,456	126	Greene, Me		4,104	196
Jefferson, Ala	Birmingham	14,708	59	Orange, Fla		6,434	127	Buncombe, N. C		4,085	197
Rameey, Minn		14,657	80	Berrien, Mich	Benton Harbor	6,298	128	Madison, Ind		4,007	106
		1		Peoria, III		6,284	129	Stanielaue, Cal		3,979	199
Summit, Ohio		14,167	61	Montgomery, Md		6,263	130	Scott, Iowa		3,976	200
Norfolk, Mass		13,564	82		100000000000000000000000000000000000000			1000			-
Arlington, Va		13,533	83	Saginaw, Mich		6,231	131	Tetal Above Counties			
Sacramento, Cal	Sacramente	13,474	84	Paim Beach, Fla			132	% of U. S. A		. 67.4284	
Douglas, Nebr San Bernardine, Cal.	Omaha Ross Rossouthon	13,286	85	Galveston, Tex		6,078	133	Honolulu Count	y, with a Drug	Store Sales	of
	New Bedferd	13,249	67	St. Louis, Minn Kanawha, W. Va		6,061	134 135		ed, would rank		

CONSUMER MARKETS TABULATIONS, 1954

	U. S. TOTALS	NON-KEYSTONE COVERAGE	KEYSTONE COVERAGE	KEYSTONE %
FARM POPULATION	24,559,100	5,109,500	19,449,600	79.4
FARM HOUSEHOLDS	6,307,470	1,373,080	4,934,390	78.2
FARM RADIO HOMES	6,099,100	1,329,670	4,769,430	78.2
GROSS FARM INCOME	33,133,071	8,986,733	24,146,338	72.9





Standard Rate and Data Survey

. WRITE, WIRE OR PHONE

CHICAGO 111 West Washington St. STate 2-6303 NEW YORK 580 Fifth Avenue PLaza 7-1460

LOS ANGELES 3142 Wilshire Blvd. DUnkirk 3-2910

SAN FRANCISCO 57 Post Street SUtter 1-7440

TAKE YOUR CHOICE

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

MORE FOR YOUR DOLLAR

No premium cost for individualized pre-gramming. Network coverage for less than "spot" cost for same stations.

ONE DROER DOES THE JOS

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.



KBS

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

RBN Newsletter

- Advertising Insurance
- 2 Road Birds
- 3 Glass Anniversary
- 4 Smart Angles



● How to make good advertising better? Liberty Mutual ads were getting good readership, good results. Then, intensive copy research and impact studies pointed to a more powerful campaign with a new theme: "The Company that stands by you." Factual, picture-caption ads tell about Liberty's loss-prevention and claims services. This client of 20 years' standing is served by BBDO Boston.



3 Picture windows and window walls were a rare sight in 1935. That's when Pittsburgh Plate Glass Company began consistent advertising to promote the use of glass in homes. Today, Pittsburgh glass plays a handsome part in homes across the country. 1955 ads use before-and-after pictures to sell beauty at a glance. Copy makes a clear case for comfort and economy. Prepared by BBDO Pittsburgh.



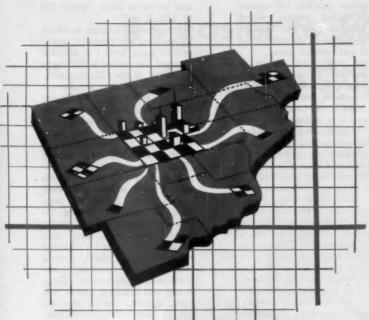
Watch out for the Road Birds. Feathered characters in the new Ethyl Corporation series have human counterparts on every highway. Every motorist knows them. Zanies like the "Darting Road Runner" caricature bad-drivers, while the "Smart Bird" sells good driving and premium gasolines. Birds appear regularly in leading magazines, reach a nation-wide audience of some 48 million readers.



No matter how you look at it, the 1955 De Soto is "the smartest of the smart cars." Unusual angle shots like this prove the point in a new series of four-color magazine advertisements. Famous fashion designer Anne Fogarty approves style with a smile, while copy urges new car buyers to "drive a De Soto before you decide." De Soto advertising prepared by BBDO Detroit New York.

BATTEN, BARTON, DURSTINE & OSBORN, INC. Advertising

RE : BOSTOR - BUFFALO - CHICAGO - CLEVELARD - PITTSBURGH - MINNEAPOLIS - SAN FRANCISCO - SEATTLE - HOLLTWOOD - LOS ANGALES - DETROIT - DALLAS - ATLANYA



The Metropolitan County Area Section

SALES MANAGEMENT now recognizes 166 standard metropolitan county areas, corresponding to the official number recognized by the Federal government. The most recent areas, now officially tabbed by the Census Bureau as "standard," are Dubuque, Fort Smith, Hampton-Newport News-Warwick and Tucson.

When the Government first issued its list of standard metropolitan areas, it will be recalled that 168 separate area designations were provided for. In the official set of 168 area definitions, all areas consist of one or more entire counties, except for New England, where the area definitions are based on groups of townships. SALES MANAGEMENT believed that the Government's decision to define the metropolitan areas of New England in terms of townships, rather than counties, would prove to be unwise because of the lack of statistical data for townships that would permit comparisons with other areas. Accordingly, SALES MANAGEMENT'S New England area definitions follow county lines, although conforming as closely as possible to the "township" areas recognized by the Federal Committee on Standard Metropolitan Areas. In this decision we have been joined by most marketing men and agencies, including the J. Walter Thompson Company.

The general concept adopted by the Federal Committee and followed by SALES MANAGEMENT is one of an integrated economic unit with a large

volume of daily travel and communication between the central city and the outlying parts of the area. The following principles were adopted as a guide in applying this general concept to the definition of individual areas:

 Each standard metropolitan area must include at least one city of 50,000 or more. Areas may cross state lines.

Where two cities of 50,000 or over were within 20 miles of each other, they were ordinarily included in the same area.

3. Each county included in the standard metropolitan area had either 10,000 non-agricultural workers or 10% of the non-agricultural workers in the area, or more than one-half of the county's population must have been included in the "metropolitan district," as defined by the Bureau of the Census. In addition, non-agricultural workers must constitute at least two-thirds of the total employed labor force of the county.

4. Each county included in the standard metropolitan area must be economically and socially integrated with the central counties of the area. A county has been regarded as integrated if (a) 15% of the workers living in the county work in the central county of the area, or (b) if 25% of those working in the county live in the central county of the area, or (c) if telephone calls from the county to the central county of the area average more than four calls per subscriber per month. Where satisfactory data are lacking, considerable reliance is necessarily placed on informed local opinion.

However, in some cases, this may also be a matter of controversy. In defining the Norfolk-Portsmouth area the Government decided to exclude Newport News on the ground that there was insufficient traffic across the James River to justify the inclusion of Newport News in the larger area. However, for certain marketing purposes, such as radio coverage, Newport News would be regarded as belonging in the area.

For all areas SALES MANAGEMENT has followed the Government criterion of including in each area the county containing the central city (or cities) and any other contiguous county considered by the Government authorities to be closely integrated with that city. Sales Management has applied this principle even in the case of 18 New England areas which the Government, yielding to local pressures, defined in terms of townships despite the obvious marketing difficulties inherent in the use of townships. To do this, it was necessary to consolidate these 18 New England township areas into twelve areas which follow county lines, thus reducing the 168 officially recognized areas to 162 standard metropolitan county areas. The 18 areas involved are: Boston, Bridgeport, Brockton, Fall River, Hartford, Lawrence, Lowell, Manchester, New Bedford, New Britain-Bristol, New Haven, Pittsfield, Portland (Me.), Providence, Springfield - Holyoke, Stamford-Norwalk, Waterbury and Worcester.

That the use of such township definitions would be impractical and unrealistic we believe was demonstrated following 1940 when "Metropolitan Districts" were set up by the Bureau of the Census, but not used by sales organizations because of difficulties in assembling sales and other data for such minute geographical units. Consequently, SALES MANAGEMENT has stuck to county boundary lines, and the areas mentioned above are defined in terms of whole counties.

The Government now recognizes Hampton-Newport News-Warwick as a separate standard metropolitan area, and we follow suit. In this connection, it should be noted that the inclusion of Hampton and Warwick in the title reflects the fact that in 1952 the counties of Elizabeth City and Warwick adjacent to Newport News and part of the Newport News area, changed their status to that of independent cities, entitled respectively Hampton and Warwick. Thus, we now have three independent cities grouped into a single metropolitan area. It is necessary to assign these cities to a county so that the Virginia county totals are additive to the state totals. Accordingly, we include the three cities in a "Newport News" county, although such a county has no legal existence.

Potential Metropolitan County Areas

What makes the metropolitan area concept particularly useful to marketing men is the fact that it makes it possible to focus attention on a relatively small number of areas which account for the bulk of trading activity. Promotion budgets frequently are too small to permit blanket coverage of all areas of the nation. Concentration on the 166 standard metropolitan areas, however, will account for nearly two-thirds of the national retail total. The same principle, however, can be applied to cover additional smaller market centers which, without involving too great an increase in the number of areas to receive separate attention, can step up the extent of retail coverage to any required degree

The editors of Sales Management have long been aware that the heavy emphasis given to the standard metropolitan areas, while beyond doubt well warranted, frequently involved a dis-

service to those smaller, but rapidly developing market centers, which failed in 1950 to meet the requirements for inclusion in the official list of standard metropolitan areas.

In former years, the editors of SALES MANAGEMENT decided to pick out those areas whose central city had a population total just below the 50,000 mark set by the Census Bureau as necessary for a metropolitan area designation. Such areas were called "potential" areas and we listed them separately after the standard areas, for the consideration of those who wished to work with a more extensive metropolitan area concept. However, such a decision always raises the question that the population of the central city is by no means the only, or even the most important characteristic of a metropolitan market area. There are many market areas whose retail sales exceed that of some of the officially designated metropolitan areas. Following this line of thought, we decided to examine all marketing centers, which by virtue of either population or retail sales activity, could in the opinion of marketing men qualify for inclusion in a list of important market areas having many of the characteristics of metropolitan areas. In all, we have come up with 67 such areas, which, by and large, have a central city with a population over 35,000, serving an area of at least 60,000 persons, with an annual retail sales total of about \$75 million. We did not use this criterion rigidly, and more often than not gave the area the benefits of any doubt.1 Nevertheless, we commend these 67 new potential areas for those who wish to apply the metrcpolitan area concept to a more detailed level. Those "potential" areas are assigned area numbers from 167 to 233 in alphabetic sequence, so that they may be readily distinguished from the standard areas.

Five basic tables are included in this metropolitan area section.

a. The basic SALES MANAGEMENT data for all standard and potential areas in area sequence 1 to 233, along with the county definitions (pages 158 to 176).

b. Sales estimates for 1954 in seven new categories for all standard and potential areas: eating and drinking, apparel, gasoline service stations, lumber and building materials, hardware, liquor, and jewelry (pages 177 to 181).

c. Per family ratios of sales for total retail sales and for the 12 types of store outlets for all standard and potential areas (pages 182 to 185),

d. Eight separate listings, in which all standard and potential metropolitan areas, from 1 to 233, are grouped and ranked according to their size, in the following categories: population, number of families, retail sales, food sales, general merchandise sales, furniture-household-radio sales, automotive sales and drug sales (pages 186 to 206).

e. A single summary table ranking all standard and potential metropolitan areas from 1 to 233, with respect to the following different market factors: population, families, net effective buying income, per capita and per family income, retail sales, retail sales per family, and sales for all listed types of outlets, food, general merchandise, furniture-household-radio, automotive, drug, eating and drinking places, apparel, gasoline service stations, lumber and building materials. hardware, liquor, jewelry, and finally, buying power index (pages 208 to 212).

These tables offer marketing people the most complete and up-to-date reference material available anywhere for metropolitan areas. Many interesting and surprising marketing characteristics will emerge from a serious study of these tables. Generally, it will be noted that the population or family ranking should determine the general location of most other rankings, with the exception of the per capita and per family ratios.

Large departures from the population ranking will therefore indicate significant deviation from the average. and can give rise to much speculation and further research on the part of experts familiar with local marketing peculiarities. Why, for example, should Akron's ranking in lumber. building materials and hardware diverge so far from its population ranking? Why do some of the smaller metropolitan areas like Amarillo and Atlantic City outrank the larger areas with respect to retail sales per family? Partly, we are dealing with variations in per capita living standards, partly with variations in the degree of retail concentration, partly in regional variations in degree of urbanization, and in marketing habits.

Thus, marketing characteristics of the very large metropolitan areas include a heavier-than-average emphasis on the sale of food, eating and drinking, and the purchase of apparel and jewelry. Smaller metropolitan areas tend to have the heavier emphasis on sales of automobiles, gasoline, lumber, building materials and hardware.

¹An example perhaps of a borderline case is the area Petersburg-Hopewell, Va., consisting of Dinwiddie and Prince George counties, plus the independent city of Colonial Heights. While not yet a qualifying area, it probably will be one soon.

it's easier to <u>Start</u> a habit than to <u>Stap</u> one!



facts about SEVENTEEN

editorial interest...Service magazine: Fiction, Fashion, Amusements, Beauty, Food, Home Furnishings, Cultural, General Topics.

cover price ... 35c-Issued monthly.

circulation... 969,275 ABC, Year, 1954. 31% Newsstand. Highest "possible market" saturation, any magazine.

total teen audience...2,500,000. Every third U. S. teen girl every month; 50% of all teen girls within 2-3 issues.

reader ages...13-19: 80% 15-19; 64% 16-19. Average age 16.7.

occupation ...83% in high school, college. 43% work full or part time (the national average for all women).*

personal income...\$10.03 per week-average of all 2½ million readers. Totals \$1.3 billion yearly.*

family income ... 10th highest, all 45 publications.**

all-age female audience... Largest, teens thru adult women, per 100 copies.**

advertising readership...Highest, by women, all magazines.**

advertising linage...Second highest, all women's magazines, first 6 months 1954. (Printers' Ink)

rates...B&W Page \$2875; 4-color \$4260. Cost/M, B&W \$2.81; 4-color \$4.16.

printing ... Rotogravure. No plates required.

special teacher supplement...16,000 Home Economics teachers pay for subscriptions to Seventeen...receive (plus the magazine) SEVENTEEN AT SCHOOL (lesson planbook based on Seventeen's contents)...use it (along with Seventeen) in teaching a total of 1,250,000 students.

A. J. Wood Surveys, 1950-52. **Starch Report, 1954.

seventeen

completely dominates its market

SEVENTEEN MAGAZINE, 488 Madison Ave., N. Y. 17 PLaza 9-8100

Summary of Data for Metropolitan County Areas

See explanation of "Standard Metropolitan County Areas," pages 155-156

AREA '	0	POPULA ES 1/1	TION TIMATE /85	E9 .	10/VA	TIVE B NCOMI ESTIMA	E						ALES—195				ADVER' ING CONTR	TIS
AHEA	Total	%	Fami-	Urban-	Net	-	Por	Per	Dollare	%	Area Sales			ORE GRO			Buying	Qu
	(thou- eands)	of U.S.A.	lies (thou- sands)	Popu- lation (thou- sands)	Dollars (add 000)	U.S.A.		Fam- ily	(add	U.S.A.	Par Fam- ily	Feed	General Mdse.	Furn House- Radin	Auto- motive	Drug	Power Index	ity in de
I. Akron (Summit Co., Obio)	446.1	.2744	199 0	388.4	829,353	9900	1,859		522.012	2000			-		100 001		2122	-
Albany-Schenectady- Troy (Albany, Rena- selaer, and Schenec-		.6199	100.0		025,000	.000.		,100	022,012	,3013	3,906	137,926	77,702	22,390	169,304	14,107	.3122	
tady Cos., N. Y.)	841.7	,3332	170.0	443.2	950,856	.3767	1,755	, 593	708,518	.4165	4,156	100,000	97,085	37,757	115,533	12,721	.3906	1
Albuquerque (Ber- naiille Go., N. M.) Allentewn-Bethle- tem-Easten (Warren	106.8	.1143	82.1	166.2	303,777	.1210	1,638	6,831	189,230	.1113	3,632	39,931	16,811	15,116	36,110	5,828	.1167	1
Co., N. J., Lehigh									3									
Gos., Pa.)	449.8	.2767	130.3	330.7	753,852	.3001	1,676	5,786	496,920	.2923	3,814	129,854	47,047	34,219	89,623	9,830	.2932	1
Pa.)	138.0	.0849	40.8	100.6	188,710	- ,0744	1,353	4,610	132,881	.0780	3,278	41,562	14,483	10,000	20,015	2,756	.0776	
Randall Cos., Texas).	114.7	. 0705	35.0	112.3	222,600	.0080	1,941	8,283	184,202	.0905	4,612	27,998	10,412	10,042	41,164	5,094	.0873	1
Asheville (Buncombe Go., N. G.) Ashland, Ky. (See	130.2	.0001			160,184		1,230		111,825		3,204	23,778	16,683	6,190	19,994	1	.0676	
Schedule 65) i. Atlanta (Cobb, De Kalb and Fulton						3 3												
Con., Ga.)	701.1	.4800	218.4	8.500	1,321,481	.5263	1,736	8,045	355,002	,5226	4,065	180,307	188,730	39,886	178,165	29,902	.5136	1
tie Go., N. J.)	140.2	.0883	44.0	122.8	200,396	.0000	1,488	4,736	214,415	.1201	4,873	83,944	10,507	10,464	22,634	6,618	.0966	
Co., Ga.; Alken Co., 8, C.)	264.2	.1508	05.2	183.3	302,519	.1200	1,239	4,040	171,106	.1000	2,026	40,790	23,441	8,775	33,613	4,448	.1205	
Texas)	181.6	.1117	48.1	170.0	200,247	.1072	1,483	5,900	103,762	.1140	4,029	40,801	18,005	10,270	41,008	7,818	.1102	
Arundet, Baltimere City and Baltimere Cos., Md.)	1,400.9	.0087	412.1	1298.5	2,228,879	.8671	1,828	5,390	1,540,640	.9061	3,732	422,443	250,568	78,388	209,589	53,888	.8053	
Baton Rouge (East Baton Rouge Parieli, La.)	210.0	.1292	88.1	183.1	358,631	.1421	1,707	6,129	178,072	.1030	2,993	34,339	23,881	10,968	37,278	8,585	.1282	2
Bay City (Bay Go., Mich.)	98.7	.0888	27.7	61.9	144,380	.867	1,483	5.213	103,258	.0007	3,728	26,336	11,043	6,739	16,301	3,606	.0589	ı
Beaument-Pert Ar- thur (Jeffersen Co., Texas)	218.0			201.0			1,736				4,000				56,975			
Bethichem, Pa. (See Schodule 4) 3. Binghamton (Broome																		
Co., N. Y.)	194.4	,1190	88.	154.0	325,811	.1297	1,676	5,608	222,151	.1306	3,824	54,380	29,462	13,003	39,844	5,548	.1290	0
7. Birmingham (Jeffer- son Co., Aia.) Besten (Essex, Mid- dissex, Norfolk and	000.0	.3735	171.	495.2	868,637	.345	1,431	5,056	583,146	.3421	3,308	142,449	86,083	33,263	114,291	14,706	.3801	-
Suffolk Cos., Mass.). Bridgeport-Stamford- Nerwalk (Fairfield	3,027.4	1,802	873.	2702.1	6,281,122	2.102	1,744	6,046	3,205,203	1.9321	3,761	902,708	411,427	150,032	433,500	101,810	2.003	6
Co., Conn.)	802.0	.346	105.	488.5	1,235,118	.401	2,194	7,480	890,390	.4116	4,230	201,657	44,313	41,160	123,900	21,055	.4390	8
Co., Mass.)	204.6	.128	82.	6 120.3	307,260	,122	1,802	4,883	215,883	.120	3,436	68,482	11,919	9,954	33,621	5,784	.1244	
1. Buffalo (Erie and Niagara Cos., N. Y.). 2. Canton (Stark Co.,	1,161.5	.714	342.	1 1015.3	1,945,804	.774	1,676	5,689	1,350,606	.799	3,971	348,292	174,984	68,510	258,948	34,700	.7700	0
Ohio)	307.0	.100	90.	3 222.4	524,389	.208	8 1,705	5,807	383,781	.190	3,696	84,521	83,718	20,778	89,000	7,913	.2011	1
Codar Flapide (Linn Co., Iowa)	110.0	.000	36.	4 84.3	192,821	.078	0 1,742	8,438	185,963	.097	4,000	28,063	18,424	10,317	33,890	5,546	.0812	2
ten Co., S. G.) L. Charleston (Fayette and Kanawha Cos.,	101.4	.1110	40.	6 134.0	220,821	.001	1 1,281	4,613	148,622	.008:	2,954	39,004	12,814	9,241	32,278	4,840	.0037	,
W. Va.)	320.0	.197	3 86.	0 140.1	400,200	.183	2 1,436	5,381	300,957	.177	3,500	73,630	48,830	18,818	59,877	7,070	.1841	1
8. Charlette (Mecklen- berg Co., N. G.) 7. Ohattanooga (Walker		.136	68.	8 189.1	361,725	,144	0 1,080	6,141	238,000	.140	4,054	45,981	33,215	12,900	48,355	6,614	.141	1
Co., Ga.; Hamilton	285.1	,180	73.	2 178.3	338,890	.134	2 1,321	4.000	284,731	.187	3,890	85,796	32,782	18,900	54,960	8,84	.1400	,

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in Birmingham

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Summary of Data for Metropolitan County Areas-(Cont'd)

See explanation of "Standard Metropolitan County Areas," pages 155-156

	-	POPULA ES 1/1	TION TIMATE	18	Maria I	TIVE B	E						ALES-IM				SALES ADVER ING CONTR	TIS
AREA				Urban-									FIVE ST	TORE GR				
	Total (thou- sands)	U.S.A.	Fami- lies (thou- sands)	Ized Population (thou- ands)	Net Dollars (add 000)	of U.S.A.	Per Cap- ita	Per - Fam- liy	Deliare (add 000)	of U.S.A.	Area Saise Per Fam- ily	Food	General Mdee.	Furn House- Fladio	Auto- motive	Drug	Buying Power Quota	Qui ity in de
28. Chicago (Cook, Du														reading				-
Page, Kane, Lake, and Will Cos., Ill.;									Test :		Wall.	0.00	in La	de Li	m-5			
Lake Co., Ind.)	8,860.5	3.5000	1,788.3	5619.2	12,224,833	4.8679	2,090	6,798	7,562,964	4.4480	4,208	1,001,005	1,283,686	352,760	1,188,501	226,152	4.4883	12
9. Gincinnati (Hamilton		-																
Ga., Ohio; Campbell and Kenten Coa., Ky.)	900.6	.8960	307.0	896.0	1,740,510	.0030	1,797	5,000	1,147,905	.6739	3,739	303,957	147,820	85,711	198,234	35,178	.0081	1
R. Cleveland (Cuyahoga and Lake Cos., Ohlo).	1,872.5	.9673	A 777 Y	1000 4	7,321,896			T 013	0.007.707		4 000	*** ***			***		1 0000	
1. Columbia (Flichland	1,074.0			1000,4	3,021,000	1.0221	2,112	7,013	2,007,767	1.1000	4,239	543,803	274,078	99,748	351,873	00,402	1.2090	ľ
Co., S. C.)	103.3	,1004	41.5	128.6	229,770	.0918	1,407	8,537	170,350	.1002	4,108	32,058	17,430	9,879	45,483	5,391	.0858	
t. Celumbue (Chatta- heechee and Musco-																		
gee Cos., Ga.; Rue-		****				****		-	***		-		** ***				****	
sell Co., Ala.)3. Columbus (Frankiin	186.9	.1148	, 47.1	133.9	250,764	, 1023	1,324	5,451	138,915	.0000	2,907	33,620	14,592	9,266	32,094	3,440	.0984	
Co., Ohio)	561.3	.3391	18347	401.8	1,064,718	.4389	1,968	8,687	663,309	.3901	4,052	148,360	97,940	34,187	122,657	21,118	.4028	1
4. Cerpus Christi (Nue- ces Co., Texas)	211.5	.1301	56.4	163.4	328,730	,1300	1,554	5,829	232,223	.1366	4,117	52,048	23,492	14,748	88,234	7,811	. 1325	
5. Dallas (Dallas Co.,		-								-								
Texas)	781.3	.4021	230.5	880.2	1,404,440	.8911	1,976	5,440	1,033,483	.8978	4,484	200,279	218,832	43,116	198,839	37,841	.5703	1
leland-Meline (Rock leland Co., III.; Scott																		ı
Ca., Iowa)	280,2	.1520	78.8	210.0	448,747	.1787	1,784	5,843	303,938	.1707	3,956	65,639	37,927	14,008	63,165	8,882	.1737	
7. Dayton (Greene and Montgomery Cos.,												1000					10000	
Ohio)	511.1	.3144	161.0	410.1	199,947	.3901	1,950	6,622	596,922	.3511	3,953	145,446	79,024	28,058	107,267	21,363	.3672	
B. Decatur (Macen Co.,	106.8	.0070		82.5	184,196	0773.0		5,293	****							0 400	.0748	
HL)	100.0	.0070	34,4	82.3	194,190	.0/34	1,000	3,293	140,338	.0020	4,033	30,397	18,781	7,577	30,100	3,126	.0746	1
Arapahoe, Denver		18										1100	1				UT,	ı
and Jefferson Cos., Cole.)	677.0	.4104	215.2	809.9	1,187,730	.4729	1.784	5,819	850,802	.8004	3,954	175,370	143,496	41,651	172,775	38,148	.4897	1
0. Dea Moines (Polk		day and																
Ce., lowa)	236.8	.1467	76.7	212.9	437,046	.1742	1,848	8,706	337,275	.1994	4,397	63,633	46,263	18,293	78,466	10,286	.1758	1
Oakland and Wayne				,														1
Cos., Mich.)	3,309.6	2,0913	978.2	2159.0	8,824,661	2.6379	1,949	0,793	4,307,783	2.8334	4,417	906,918	513,645	200,115	1,071,935	172,440	2.4971	
Go., Iowa)	78.0	.0461	20.1	53.1	116,280	.0463	1,550	5,785	92,220	.0542	4,588	18,582	14,854	3,481	18,834	1,479	.0486	1
3. Duluth-Superior (St. Louis Co., Minn.;																100	1	1
Douglas Co., Wis.)	282.2	.1612	80.0	200.0	303,502	.1967	1,501	4,883	286,853	.1867	3,580	75,402	30,875	13,624	59,563	7,276	.1613	1
Go., N. C.)	109.9	.0676	28.5	80.7	156,147	.0622	1.421	8,479	109,865	.0646	3,855	20,694	14,758	7,682	20,994	3,508	.0640	
Easton, Pa. (See	-				1 1 1000					-								ı
Schedule 4) 6. El Paso (El Paso	7700	- 31		-	1000		1											
Co., Texas)	246.0	.1528	00.1	167.2	399,900	.1473	1,492	6,168	241,581	.1420	4,019	82,915	36,745	14,010	82,028	8,744	.1467	1
Elyria, Ohio (See Schedule 82)															-		. 1	ı
16. Erie (Erie Co., Pa.).	233.4	.1436	67.9	181.4	391,492	.1589	1,877	5,766	277,780	.1633	4,081	71,887	28,527	16,585	82,285	8,663	,1886	4
7. Evansville (Vander- burgh Co., Ind.)	178.9	.1101	86.4	156.0	306,787	.1221	1.718	8,517	199,240	.1172	3,584	43,966	22,787	12,641	38,899	7,190	.1183	
18. Fall River-New Bod-		1									-							
ford (Bristol Co., Mass.)	396.6	.2481	120.7	343.9	585,290	.2251	1.419	4,683	389,443	.2290	3,227	118,618	26,996	25,817	54,751	13,185	.2302	2
19. Flint (Gensese Co.,							1	1	200.0									
Mich.)	306.5	.1888	90.1	232.0	867,403	.2294	1,961	6,204	410,683	.2416	4.548	103,477	33,577	20,276	90,500	18,127	.2231	
tian Co., Ark.)	67.1	.0413	20.8	57.8	93,173	.0371	1,385	4,479	82,542	.0491	4,016	14,337	11,301	3,800	25,181	2,343	.0418	6
II. Fort Wayne (Allen Co., Ind.)	203.7	.1263	63.1	158.0	306,046	.1577	1.94	6,267	265,778	1883	4,208	87,331	40,500	14,825	51,920	8,186	.1804	
12. Fort Worth (Tarrant									100					- 1500				1
Go., Texas)	486.1	,2993	148.	442.2	819,294	.3281	1,884	6,526	610,477	.3890	4,110	114,464	141,588	25,861	112,508	18,926	,3307	1
Cal.)	306.1	.1000	94.6	176.0	480,463	.1830	1,491	4,880	367,861	.2184	3,913	86,004	27,228	21,138	67,848	9,948	,1944	8
A. Gadeden (Etewah Co., Ala.)	102.1	.0631	90	70.8	124,138	0494	1 994	4,416	74,917	0440	2,666	19,804	8,146	4,961	18,731	2,000	.000	
is. Galvesten (Galves-																		1
ton Co., Texas) 56. Grand Rapids (Kent		.0796	38.	114.7	219,135	.9972	1,087	5,000	154,397	.090	4,010	35,650	13,823	10,566	25,485	8,070	.0661	8
Go., Mich.)		.1984	97.	288.1	544,400	.2100	1,790	5,584	396,009	.2329	4,082	96,100	48,062	21,386	68,974	17,820	.2171	5



You Need KRNT, Des Moines, To Sell Both Iowa Markets!



A lot of folks living outside of lowa's lush, fertile borders, don't realize that farming is only half the story in the Hawkeye State. Actually, a booming industrial growth now accounts for the other half of our big effective buying income of nearly 4 billion dollars! The center of this great state is Polk County (Des Moines, largest city and capital of the state). Both Hooper and Pulse agree that in Des Moines KRNT is first-choice of listeners—morning, afternoon, and evening—

by a wide margin. What's more, KRNT also delivers the big-spending "center-cut" of lowa...a third of the population... always high in retail sales...always high in effective buying income.

Don't waste time, time-shopping. Buy KRNT, your BASIC BUY in lowa...the CBS station in Des Moines with 59 firsts out of 67 Hooper periods. Ask The Katz Agency for coverage maps and complete data.

Source: Sales Management

Summary of Data for Metropolitan County Areas—(Cont'd) See explanation of "Standard Metropolitan County Areas," pages 155-156

AREA	0	POPULA D EST 1/1	TION TIMATE /86	S	607A	TIVE B NCOMI ESTIMA	E						ALES-100 ESTIMATE				SALES ADVER ING CONTR	TIS-
AHEA	Total	7	Fami-	Urban- ized	Net	% of	Per	Per	Deilars	96 of	Area Saice	(in	FIVE ST	ORE GRO	UPS -add 000)		Buying	Qua
	(thou- sande)	U.S.A.	(thou-	Population (thou-sands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 906)	U.S.A.	Per Fam- ily	Food	General Mdee.	Furn House- Radio	Aute- motive	Drug	Fewer Index	ity in- dea
57, Green Bay (Brown Ge., Wis.)	105.8	.0651	28.9	78.6	169,078	.0673	1,598	5,850	118,317	.0696	4,094	24,000	15,252	7,639	29,294	3,072	.0678	10
Point (Guilford Co., N. C.)	210.3	.1294	88.3	141.1	312,850	,1244	1,488	5,652	251,503	.1479	4,548	48,992	89,020	18,449	.44,768	6,458	.1325	10
ville Ca., S. G.) 10. Plamittan-Middle-	181.8	.1118	50.0	110.7	269,835	.1074	1,484	5,307	174,225	,1024	3,485	37,021	21,894	12,082	30,001	8,167	.1088	1
town (Butler Co., Ohio). 11. †Hampton-Newport News-Warwick (Newport News, Hampton, Warwick Independent Citim,	163.0	.1002	46.7	116.8	280,764	.1160	1,772	6,183	194,710	.1145	4,100	53,792	13,004	11.279	36,883	4,880	.1119	31
Va.)	178.0	.1077	45.0	178.0	259,183	.1032	1,481	5,659	161,988	.0953	3,536	41,417	16,405	9,847	36,237	5,106	.1018	1
berland and Dauphin Cos., Pa.)	300.4	.1904	91.6	224.0	511,946	.2038	1,688	5,900	344,281	.2026	3,758	79,231	37,419	20,297	64,356	10,408	. 2007	1
ain (Hartferd Co., Conn.)	804.1	.3717	175.5	487.1	1,284,827	.5116	2,127	7,321	791,631	.4855	4,511	200,357	91,381	41,820	141,900	25,456	.4000	1:
4. Houston (Harris Co., Texas)	1,012.0	.0225	302.6	925.0	1,899,026	.7561	1,877	8,278	1,100,251	.7054	3,963	299,794	135,642	81,869	251,372	37,219	.7142	1
6. Huntington-Ashland (Boyd Ge., Ky.; Lawrence Co., Ohio; Cabell and Wayne										100								
Cos., W. Va.) 6. Indianapolis (Marien	285.0	,1860	70.7	161.7	332,941	,1320	1,300	4,700	217,024	.1279	3,078	53,642	25,688	12,532	45,082	6,345	.1389	
Gé _{st} Ind.)	813.6	.3774	194.0	867.6	1,237,190	,4027	2,016	6,377	829,504	.4679	4,276	175,207	120,800	45,553	179,911	38,240	.4882	1
Co., Mich.) B. Jackson (Hinds Co.,	118.6	.0730	34.7	88.8	184,073	.0733	1,862	8,305	138,024	.0012	3,978	34,215	13,191	6,102	27,696	5,351	.0788	
Miss.)	189.8	.0063	43.8	116.4	223,078	.0860	1,396	5,093	143,700	.0045	3,202	25,237	24,141	8,400	38,509	4,160	.0005	
Co., Fla.)	374.0	.2901	105.6	309.7	810,851	.2000	1,387	4,918	386,881	.2287	3,686	94,996	40,540	20,888	06,381	14,733	.2178	
Pa.)	201.1	.1792	78.8	147.2	305,335	.1480	1,285	4,054	249,822	.1467	3,179	66,688	40,957	13,582	42,916	4,140	.1826	1
mazoo Co., Mich.) 2. Kansas City (Johnson and Wyandotte Cos., Kans.; Clay and Jaskson Cos.,	142.8	,0075	42.6	95.2	230,294	.0057	1,882	5,017	164,209	,0900	3,855	39,340	12,996	9,762	92,117	6,816	.0041	
Mo.)	913.4	.5617	301.0	813.6	1,712,808	,6826	1,878	8,601	1,293,829	.7810	4,290	261,104	254,488	61,531	246,753	65,988	.0010	-
Ge., Wisc.)	81.6	.0501	24.6	60.0	147,300	.0581	1,800	5,900	98,330	.0578	3,997	29,441	5,780	4,354	18,208	2,490	.0667	
Coo., Tonn.)	354.7	.2182	95.8	216.3	403,306	.184	1,300	4,837	321,607	.1891	3,357	77,817	45,100	22,172	80,583	10,883	.1926	1
Co., Pa.)		,1409	89.3	121.2	488,471	.174	1,81	8,327	265,371	.1881	3,829	65,081	24,300	14,439	49,570	5,140	.1636	1
Ce., Mich.)	186.7	.1210	87.6	188.0	371,672	.140	1,88	6,417	261,170	,1830	4,811	64,234	28,307	10,825	63,122	8,090	,1041	4
7. Larede (Webb Co., Texas)	63.3	.0390	14.2	89.9	80,094	.019	79	3,828	62,581	.0301	3,703	12,271	6,843	2,456	8,000	1,783	.0270	0
t. Lexington (Fayette Co., Ky.)		.0002	30.5	81.7	182,012	.004	1,00	8,243	137,036		4,435	15 121		8,891	20,380	5,47	.0893	,
Ohio)			1		100		1	5,488	777		3,840							1
O. Lincoln (Lancaster Ce., Neb.)	128.3	morto		111.4	DATE OF THE	1	100	5,533	1000		3,880	100	100	100	10 3	1500	UNIT	1
Ce., Ark.)		,1332	85.1	171.7	328,797	.130	1,81	5,061	227,84	.134	3,500	43,78	38,183	11,000	55,274	7,08	.132	3

A City on the March... A Newspaper in Step

1954 has been a year of outstanding growth and expansion for Kansas City and its territory. Countless civic improvements have been consummated or are being carried through into 1955 for completion. More and more, Kansas City is strengthening its position as the metropolis and the capital of the Midwest. Following are just a few of the factors contributing to this position:

During 1954, millions of dollars have been spent for new schools and more millions earmarked for additional classrooms and other educational facilities for 1955.

The acquisition of the Athletics for Kansas City was one of the highlights of 1954. Already, work on the stadium is in progress. Seating capacity will be increased to about 34,000 at a cost of more than 2 million dollars.

An outstanding example of building progress in Kansas City is presented by the Hallmark Cards building at 25th and McGee, the city's largest private project, costing more than 8 million dollars. Other building operations have been at a high peak.

From the standpoint of housing 1954 apparently is the best year on record for Greater Kansas City, with a total of more than 10,000 units, according to best estimates.

Vast new parking facilities are under construction or planned for Kansas City. The Municipal Auditorium Garage, with three parking levels, is well under way. In the Sixth and Main street area, the Northside Parking Project is being cleared to provide approximately 1,800 parking spaces.

The Kansas City Power & Light Company has planned a new generating plant near Clinton, Mo., which will be a great benefit to the entire Kansas City area. The new project represents an expenditure of 125 million dollars.

The Midwest Research Institute's new building is nearing completion at Volker boulevard and Oak street, involving an expenditure of 1¼ million dollars.

A start on the Kansas Turnpike is to be made, with intricate trafficway pattern and interchanges in Kansas City, Kansas, scheduled for construction.

The Broadway Bridge is under construction at a cost of 13 million dollars, with completion scheduled within a year or fifteen months.

The Sixth Street Expressway, costing approximately 8 million dollars, is well under way with completion late in 1955 or early 1956.

As housing expands, many municipal projects are planned for the Kansas City area and suburban districts with new shopping centers assuming an important role.

New office buildings and hotels are in the expanding Kansas City picture and hospitals are adding more medical facilities.

From every standpoint, Kansas City is a city on the march, with present population estimates for the metropolitan area approaching 900,000 and an outlook for 1 million by 1960.

The Star always has recognized an obligation to keep in step with the needs of Kansas City and its territory. In 1954, The Star added new equipment in its mechanical departments, including the beginning of an installation of a new battery of presses to meet the ever-increasing need for speed in getting out more and bigger and better papers.

Also in 1954, color television was inaugurated by WDAF-TV, The Star's station, in keeping with the continuing policy of pioneering in this field.

Throughout the year, The Star printed countless, timely features, special articles and serials, in addition to presenting a full news coverage—local, national and world-wide.

The Star takes particular pride in the increase of its city carrier circulation, which reached a new all-time high during the past year—another indication that The Star is keeping pace with the city's rapid growth.

From every angle Kansas City is a city on the march, and The Star is proud in the belief that it is keeping in step with Kansas City's progress and contributing an important part to the Kansas City of the future.

THE KANSAS CITY STAR

Morning 342,344

Evening 349,712

Sunday 369,638

Summary of Data for Metropolitan County Areas—(Cont'd) See explanation of "Standard Metropolitan County Areas," pages 155-156

AREA	0	POPUL/	TION TIMATI	ES	CAD STATE	TIVE B	UYING E TES-	1954		,		RETAIL S	ALES-181				SALES ADVER ING CONTR	TIS-
AREA	Total	-	Fami-	Urban- ized	Net	-			Pallace		Area	(le	FIVE ST	ORE GR				
	(thou- sands)	U.S.A.	line (thou- eards)	Pepu- lation (thou- sands)	Net Dellars (add 900)	U.S.A.	Per Cap- ita	Per Fam- ily	Deliars (add 000)	of U.S.A.	Area Sales Per Fam- ily	Food	General Mdes.	Furn House- Radie	Auto- mative	Drug	Buying Power Queta	Quality In- des
t2. Lorain-Elyria (Lo- rain Co., Ohio) t3. Los Angeles (Los	104.1	.1000	47.8	118.8	294,950	.1174	1,707	8,197	183,542	.1079	3,866	81,834	13,092	9,432	32,376	8,160	.1113	110
Angeles and Orange Coa., Cal.)	8,379.8	3,3003	1,888.0	8207.8	10,143,970	4.0002	1,888	5,400	6,934,615	4.0783	3,732	1,684,803	770,678	485,667	1,381,472	245,434	3.9049	114
Ce., Ky.; Clark and Floyd Coe., Ind.)	638.8	.3830	192.1	835.7	1,063,375	.4234	1,085	5,836	678,832	.3992	3,534	184,443	73,349	35,390	142,280	28, 223	.4101	10-
B. Lubbeck (Lubbeck Co., Tex.)	140.8	.0000	39.8	111.8	250,356	.0997	1,778	6,338	175,079		4,432		22,489	9,357	50,602	8,613	.0981	
8. Macon (Bibb and Houston Coa., Ga.)	149.7	.0921	42.4	118.0	197,371	.0788	1,318	4,655	123,313	.0725	2,908	20,593	14,529	6,380	24,483	3,676	.0795	
7. Madison (Dans Co., Wisc.)	181.0	.1110	61.4	125.6	345,324	.1378	1,090	6,718	209,567	.1233	4,078	41,916	21,449	8,967	33,922	7,650	.1261	11
8. Manchester (Hilla- berough Co., N. H.) 8. Memphia (Shelby	161.5	.0003	40.3	127.7	244,888	.0974	1,516	5,000	177,788	.1046	3,661	55,106	11,004	13,357	24,388	3,623	.0000	10
Co., Tenn.)	524.7 712.7			483.9 681.3	814,588 1,271,313		1,862				4,141 4,353		137,781 81,413	28,811 80,434	138,279 102,137		.3360	
Milwaukee (Milwaukee Co., Wisc.) Minneapelie-St. Paul (Aneka, Daketa,	915.0	.5633	273.2	802.8	1,815,010	7,228	1,982	6,844	1,186,181	.8878	4,342	279,658	184,279	80,714	218,851	31,636	.6834	12
Hennepin and Ram- eey Coa., Minn.) 3. Meblie (Meblie Co.). Meline, III. (See	1,199.7 287.4			1887.8 215.3	2,127,438 347,354		1,773		1,551,466 221,964		4,278	328,867 58,880	313,238 25,137	74,301 11,647	283,514 42,589	48,578 10,212	.8480 .1412	
Schedule 36) 4. Montgomery (Mont- gomery Co., Als.)	181.8	.0032	42.5	121.3	204,880	0010	1,362	4 821	144,680	0951	3,404	31,230	16,961	8,410	31 444	3,891	.0880	
6. Muncie (Delawere Ce., Ind.)	99.9			65.7	188,114	1.00	1,003				3,265		10,897	6,730				
8. Mashvitie (Davidson Co., Tenn.) New Bedford, Mass. (See Schedule 48) New Britain, Conn. (See Schedule 63)	310.5			290.0	833,436		1,631				3,932	17	49,451	22,267		11,237	.2178	
7. New Haven-Water- bury (New Haven Co., Conn.)	681 0	.3637	174 0	600 T	1,117,72/	AARI	1,001	. 416	677,278	2002	3.888	183,974	40,364	41,837	198,177	28 871	.4148	11
8. New Orleans (Jef- ferson, Orleans and															-			
St. Bernard Parishee) B. New York-N. E. New Jersey					1,204,613 27,264,342	1000			100000			172,837 4,789,288						
Nasens, New York, Queene, Richmond, Rockland, Suffolk and Westchester Coa., N. Y.) b. Bergen, Essex,	10,125.2	6.2285	3,135.6	9635.5	19,959,280	7.9477	1,071	0,305	12,475,882	7.3373	3,978	3,573,867	1,076,057	794,841	1,244,636	204,530	7,4208	11
Husben, Middlesex, Morrie, Passaic, Somerset and Union Coa., N. J.)	3,682.6	2.2688	1,101.4	3805.9	7,366,062	2,9001	1,984	6,833	4,040,123	2.3815	3,676	1,185,400	304,702	267,394	627,442	100,710	2.6219	11
Newport News, Va. (See Schedule 61) 6. † Norfelk-Ports- mouth (Norfelk, Princess Anne Cea., Vo.; Norfelk, South Norfelk, Potra- mouth and Virginia																		
Beach Independent Cities, Va.) N. Little Rock, Ark. (See Schedule 81) Norwalk, Cann. (See Schedule 18)	821.3	.3201	143.0	481.4	868,926	.3200	1,648	8,012	482,443	.2630	3,300	121,246	44,803	.29,508	84,916	16,280	,2007	



no.1 city in Virginia!

CHANNEL 3

Richmond



With five years of solid experience, maximum power, and the ultimate in facilities WTAR-TV truly stands alone. WTAR-TV blankets not only Norfolk, Portsmouth, Hampton, Warwick, Newport News (America's 27th Metropolitan Area) but also northeastern North Carolina and the entire eastern half of Virginia including Richmond. More than 1,700,000 people live within the effective coverage area of Tidewater's pioneer VHF station. Your Petry man can tell you exactly why "WTAR-TV Stands Alone."

to sell America's Miracle Market

NORFOLK

Summary of Data for Metropolitan County Areas-(Cont'd)

See explanation of "Standard Metropolitan County Areas," pages 155-156

4055	67	D EST	TION TIMATE /55	8	MUTA!	TIVE B	E					RETAIL S					ADVER ING	TIS
AREA	Total	%	Fami-	Urban- ized	Not	%	Per	Per	Dollars	% of	Area Sales	-		ORE GRO			Buying	Que
- LIM	(thou-	U.S.A.	(thou- sands)	Popu- lation (thou- eands)	Dollars (add 906)	U.S.A.	Capita	Fam- ily	(add 660)	U.S.A.	Per Fam- ily	Food	General Mdso.	Furn House- Radio	Auto- metive	Drug	Power	it) in do
91. Ogden (Weber Ca., Utah) Oakland, Cal. (See Schedule 130)	96.0	.0584	27.8	83.0	142,106	.0500	1,472	5,114	109,550	.0000	3,725	22,534	8,610	6,814	16,487	3,121	.0084	,
02. Okiahoma City (Okiahoma Co., Okia.)	367.8	.2282	117.6	322.9	601,882	.2395	1,636	5,115	H25,377	.2484	3,592	80,435	57,810	25,338	105,340	18,491	.2398	10
tamle Co., Ia.; Douglas and Sarpy Cos., Nebr.) Ontario, Cal. (See	301.2	.2408	119.4	341.0	861,706	.2635	1,091	5,542	471,782	.2778	3,981	97,932	52,266	29,700	106,244	15,526	.2630	1
Schedule 128) 94. Orlando (Orange Co., Fla.)	185.1	.0934	47.3	108.2	211,751	.0843	1.365	4,477	167,648	.0006	3,844	37,963	19,938	0,916	35,671	6,434	.0008	
8. Peeria (Peeria and Tazewell Cos., fil.) 16. Philadelphia (Buri-	272.6	.1678		206.5	466,775			5,806			3,488		38,200	16,590		7,197		1
ington, Camdon and Gloucester Cee, N. J.; Bucks, Chester, Delaware, Montgomery and																		
Philadelphia Coc., Pa.)	3,954.5	2.4325	1,137.7	3422.5	7,134,233	2.840	1,80	8,271	4,376,113	2.5701	3,841	1,108,670	808,819	400				
Co., Ariz)	489.0	.2024	133.2	334.2	688,663	.286	3 1,45	6,020	499,040	.2030	3,753	105,313	40,050	33,607	100,987	17,678	.2771	-
Westmoreland Ges., Pa.)	2,202.3	1.3017	640.0	1814.8	3,823,412	1.522	1,69	5,800	2,518,005	1.4814	3,878	717,440	374,390	123,861	419,010	06,126	1,4840	0
shire Co., Mass.) Port Arthur, Toxas (See Schedule 15)	137.6	.0648	41.1	107.0	214,710	.088	5 1,86	5,196	152,162	.009	3,684	41,485	11,805	7,615	25,780	3,445	.000	-
Pertland (Cumber- land Co., Me.) Pertlanii (Clacka- mas, Multnomah	171.4	.1056	50.0	126.9	258,635	.102	9 1,50	5,100	208,429	,122	4,119	61,027	18,151	11,257	33,565	5,605	.1003	3
and Washington Ges., Ore.; Clark Co., Wash.) Portsmouth, Va.	700.7	.4800	298.0	877.0	1,292,780	.514	8 1,09	9 5,030	965,670	.867	3,761	220,790	157,845	47,456	197,386	21,135	.821	5
(See Schedule 180) 2. Providence-Paw- tucket (Bristel,	112		131	Jak	1117				im A			S THE						
Kent and Previ- dence Coa., R. I.) 3. Pueblo (Pueblo Co.,		.4320	209.	642.1	1,109,84	.441	9 1,58	0 5,200	751,290	.441	3,584	200,007	67,788	41,018	126,307	24,900	,439	9
Gele.)	102.2	.0629	29.	84.3	134,62			7 4,64		.080	3,53	23,430	15,102	0,653	23,155	2,441	1	
Wisc.) 5. Rajeigh (Wake Co.,	117.0	.072	35.	88.6	225,84	,080	81,91	9 6,421	143,644	.084	4,000	36,584	8,007	8,254	25,371	3,93	.084	7
N. C.) E. Reading (Berks Co.,		.0040	37.	82.1	209,71	4 ,083	5 1,37	3 5,5%	142,721	.083	3,80	28,74	16,971	8,600	31,400	4,40	.005	80
Pa.)	250.0	.1896	76.	173.7	454,93	.181	1 1,78	6,93	294,816	.173	4 3,84	08,810	26,290	10,701	85,586	5,79	.174	4
mend Independent City)	300,0	.2217	90.	297.1	597,09	2 .281	1,88	6,01	421,62	.247	9 4,24	80,107	74,427	27,086	06,204	15,044	.237	
Co., Va.; Reaneke Independent City)	144.1	.0000	39.	117.1	223,12	8 .088	8 1.84	8 5.64	188,41	.097	9 4.21	38,70	17,250	13,410	29,43	4,74	.091	5

Learn-and put to use-these ABC's of Delaware Valley Sales Strategy

There is one single way for the advertiser to cover the thriving Delaware Valley. It has been used successfully by three-quarters of the nation's top newspaper advertisers. And it's as simple as A, B and C.

- A. Use a Philadelphia daily to reach the Philadelphia area (see the map below)
- B. Use THE TRENTON TIMES to cover the northern part of the New Jersey half of the Valley

C. Use THE CAMDEN COURIER-POST to cover the southern half on the New Jersey side

The effectiveness of this strategy may be gaged by the fact that 9 out of 10 R.O.P. advertisers in Philadelphia dailies are also represented regularly in the two key New Jersey newspapers.

Beware, though, of the temptation to try this job with a Philadelphia daily alone. THE COURIER-POST reaches more families in the Cam-

den City Zone than all Philadelphia dailies combined. The TIMES reaches five times as many families in the Trenton City Zone, seven times as many in surrounding Mercer County, as all Philadelphia dailies combined!

You can buy both these papers—complete your coverage of the growing Delaware Valley — for just 57c a line. Remember that in New Jersey especially, "all buying and selling are local."

The TRENTON area City and trading zone population: 383,557 (1950 Census) . . . up 24% since 1940

Comparative coverage in city zone households:

		Circulation	% Coverage
TRENTON	TIMES (E)	29,941	92.7
Philadelphia	Evening Dai	ly 752	2.3
Philadelphia	Morning Dai	ly 4.854	15.0

ABC circulation breakdown (6 months ending Sept. 30, 1954)

	Total	Zone	Zone	Trading Zone	Other
TRENTON TIMES (E)	62,607	29,941	31,494	61,435	1,172
TRENTON TIMES-	(0.7/3	00 445	20.070	50 702	2.038
ADVERTISER (S)	60,761	28,445	30,278	58,723	2,038

The CAMDEN area

City and trading zone population: 565,634 (1950 Census) . . . up 21% since 1940

Comparative coverage in city zone households:

	Circulation	% Coverage
CAMDEN COURIER-POST (E)	35,263	88.5
Philadelphia Evening Daily	11,282	28.3
Philadelphia Morning Daily	16,291	40.9

ABC circulation breakdown (6 months ending Sept. 30, 1954)

	Lotal	Lone	Zone	TIBUING ZODE	Other
CAMDEN COURIER- POST (E)	71,128	35,263	33,810	69,073 BOP color	2,055

It pays to cross the Delaware!



Represented by: GEORGE A. McDEVITT CO., INC. New York • Chicago Philadelphia Pittsburgh • Detroit

MAY 10. 1955

CAMDEN

COURIER - POST

Trading City and

Established 1875

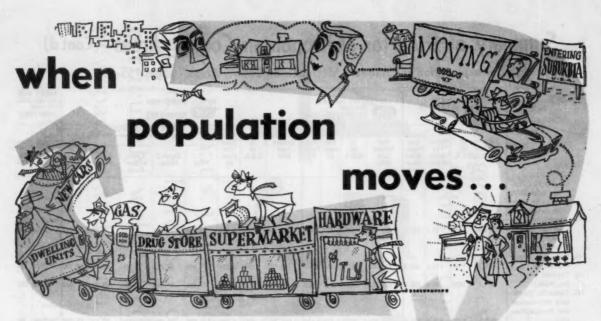
TRENTON

TIMES Established 1883

....

Summary of Data for Metropolitan County Areas—(Cont'd) See explanation of "Standard Metropolitan County Areas," pages 155-156

	0	POPULA ES 1/1	TION TIMATE /55	ES	SWA !	TIVE B	TES	1954					ALES-195 ESTIMATE				ADVER ING CONTR	3
AREA			-	Urban-	Not		Box		Dollars	0	Area Sales	(in	FIVE ST	ORE GRO			Bundan	Qu
*	Total (thou- sands)	% of U.S.A.	Families (thou- sands)	Population (thousands)	Net Dollars (add 000)	U.S.A.	Per Cap- ita	Per Fam- lly	(add 000)	% of U.S.A.	Por Fam- ily	Feed	General Mose.	Furn House- Radio	Auto- metive	Drug	Buying Power Queta	it in
19. Rochester (Monroe				***		-			224 252	-		157 044			101 640	10 001	2001	91
Reck feland, III. (See Schedule 36)	516.7	.3178	100.1	451.6	956,846	.3810	1,002	0,077	834,000	.3/33	3,964	157,244	79,560	37,039	121,646	18,001	.3061	
20. Reckford (Winne- bage Co., III.) Reme, N. Y. (See Schedule 183).	168.3	,1038	83.2	140.7	300,834	,1230	1,635	5,805	223,540	.1315	4,202	63,440	23,148	13,895	39,370	6,018	.1217	1
21. Sacramento (Sac- mento Co., Cal.)	365.6	.2187	111.4	270.3	861,117	,2633	1,859	5,935	418,092	.2450	3,753	99,206	41,212	32,192	73,487	13,474	.2492	1
22. Saginaw (Saginaw Go., Mich.)	167.0	,1028	48.2	117.1	259,125	.1032	1,552	5,376	184,339	.1084	3,824	47,530	17,365	8,190	34,412	6,231	.1047	1
23. St. Joseph (Buchan- an Co., Mo.)	100,1	,0816	31.7	85.3	156,495	.0823	1.563	4,936	100,756	.0592	3,178	22,510	9,787	5,587	19,381	8,172	.8612	
24. St. Louis (St. Louis City, St. Charles and St. Louis Co.,	100.1										100							
Mo.; Madison and St. Clair Ges., III.) St. Paul, Minn. (See Schedute 92) St. Petersburg, Fla. (See Schedule	1,823.4	1,1216	561.7	1857.7	3,274,240	1.3038	1,790	5,829	1,979,967	1.1842	3,524	491,327	255,040	118,105	354,707	63,066	1.2256	1
147) 25. Sait Lake City (Sait Lake Co., Utah)	305.3	,1878	88.6	263.4	492,711	.1962	1.614	5,561	353,621	.2000	3,991	74,895	57,882	25,058	62,356	11,636	,1980	1
8. San Angelo(Tom						1975	030	999	= (tpa)	10100		100011						
Green Co., Texas) 7. San Antonio (Bexar	09.8	.0430	20.2	62.8			1,001	5,533	77,057	.0403	3,815	15,471	9,450	4,510		2,326		1
Go., Texas) 8. San Bernardine- Riverside-Ontario (Riverside and San	549.2	.3379	144.7	500.9	708,517	.3000	1,399	5,311	554,353	,3200	3,831	126,980	75,933	29,506	108,596	17,828	,3184	
Cal.)	595.9	,3000	192.2	382.6	832,843	,3310	1,396	4,333	847,640	,3808	3,370	170,684	48,293	33,062	105,781	20,782	.3533	
S. San Diego (San Diego Co., Cal.)	737.1	.4534	242.8	886.0	1,318,524	8945	1.786	5,429	798,609	4007	3,294	193,636	88,808	84,758	100,956	25,704	.4937	
B. San Francisco-Oak- land (Alameda, Contra Costa, Mar- in, San Francisco, San Mateo, and So-	101.1	. 1001	242.0		1,510,00							133,000						
lano Cos., Cal.)	2,583.5	1.5883	357.0	2319.7	5,345,673	2.1206	2,066	6,238	3,117,326	1.8332	3,637	808,700	340,782	211,909	529,996	88,180	1.8319	1
1. San Jose (Santa Clara Co., Cal.)	383.4	.2350	118.0	289.5	668,087	.2852	1,737	5,848	427,183	.2512	3,020	100,344	48,209	26,848	73,500	12,967	.2551	-
2. Savannah (Chat- ham Co., Ga.) Schenectady, N. Y. (See Schedule 2)	181.3	.0003	47.8	130.7	219,061	.0672	1,350	4,812	166,022	.0977	3,495	41,656	17,529	10,054	30,495	5,037	.0027	
3. Scranton (Lacka- wanna Co., Pa.)	251.9	.1549	72.7	234.8	381,576	.1400	1,390	4,836	229,044	.1347	3,151	08,200	23,787	14,454	20,512	4,951	.1414	
4. Senttle (King Ca., Wash.)	782.5				1,582,781	. 6302	2,023	5,955	957,316	.5630	3,802	218,630	154,486	48,475	184,532	27,804	.5803	
5. Shreveport (Bossier and Cadde Par-	100																	
lehes, Ls.)	241.2	.1484	89.6	176.1	353,262	.1407	1,483	5,876	247,900	.1458	3,502	63,216		14,358	M. MAL	8,100		
bury Co., Iowa) 7. Sloux Falls (Minne-	113.3	.0697	35.6	93.0	190,210	.0767	1,671	5,343	145,900	.0000	4,161	27,345	22,392	5,191	27,328	4,812	.0770	1
haha Go., S. D.)	74.9	.0461	23.2	59.1	135,254	.0531	1,804	5,830	104,772	.0816	4,516	18,187	13,296	5,873	26,778	3,111	.0546	8
R. South Bend (St. Joseph Co., Ind.)	232.0	.1427	69.6	192.1	477,674	.1900	2,080	6,023	288,214	.1005	4,177	61,314	35,643	18,276	59,075	7,813	.1740	8
 Spokane (Spokane Co., Wash.) 	244.8	.1506	80.0	205.6	440,980	.1750	1,80	5,512	288,232	,1695	3,603	58,156	42,292	13,488	64,353	8,600	,1887	1
8. Springfield (Sangamon Co., III.)	130.0	.0852	48.1	104.4	235,341	.0037	1,690	5,230	178,677	.1051	3,971	36,944	18,371	9,518	38,179	5,981	.0951	5
oks (Hampden and Hampshire Cos., Mass.)	487.1	,2997	140.4	406.5	803,000	.3200	1,650	5,724	531,011	.3123	3.782	139,190	43,846	30,591	85,632	17,257	.3130	B
12. Springfield (Greene Go., Mo.)	111.4							4,215	11.30		3,301	21,200			28,906	4,104	.0882	2
43. Springfield (Clark	1		30.1	1	200,320	1		1						6,779		3,660	1500	4



can sales be far behind?

The rapid and continuing shift of population to the suburbs and beyond is *the* challenging market opportunity today.

This challenge is being met by growing suburban shopping centers, changing distribution patterns and alert sales strategies. It's a challenge that must also be met by up-to-date advertising concepts to reach prospects where they are today and will be tomorrow, not where they were yesterday. Media lists must be re-evaluated to do just this.

American consumers are leaving the city centers for the suburbs and smaller communities—towns under 50,000, where already 70% of the 2,700,000 American Legion families are enjoying their increased spending power and their increased leisure time, with their growing families, in their own homes.

It is here in "Legion-Area" that the American Legion organization can best pursue its program of community service. It is here that the annual \$13 billion Legion income is being spent. WELCOME TO LEGION-AREA

TOWNS UNDER 50,000

POPULATION

It is here that only The American Legion Magazine can prompt the purchase of your products—in the minds of its 5,157,000 loyal readers.

THE AMERICAN

LEGION

MAGAZINE

Summary of Data for Metropolitan County Areas-(Cont'd)

See explanation of "Standard Metropolitan County Areas," pages 155-156

AREA	O O		TIMATI	E8	AG/IA	TIVE B	E					Marie .	ALES-198	8			SALES ADVER ING CONTR	TIS-
Anen	Total	5	Fami-	Urban- ized	Not	g g	Per	Per	Dollars	% of	Area Sales	(ir	FIVE ST	ORE GRO	OUPS —add 000)		Buying	Qual
	(thou- sands)	U.S.A.	(thou- sands)	Population (thou- sands)	Dollars (add 000)	of U.S.A.	Capita	Fam-	(add 000)	U.S.A.	Per Fam- ily	Feed	General Mdee.	Furn House- Radio	Auto- metive	Drug	Power	in- dex
Stamferd, Genn. (See Schedule 19) Steubenville, Ohio (See Schedule 188)														1				1
144. Stockton (San Je- aquin Co., Cal.) Superior, Wisc. (See Schedule 43)	233.8	.1438	70.5	164.3	372,858	,1484	1,595	5,299	253,624	.1492	3,500	58,884	18,533	16,842	50,884	5,611	.1478	103
148. Syracuse (Onon- dage Co., N. Y.)	379.7	.2280	110.3	300.3	028,333	.2600	1,681	5,697	440,778	.2003	3,996	112,050	51,742	20,306	69,827	11,100	.2485	108
146. Tacoma (Pierce Co., Wash.)	304.6	.1673	90.1	205.0	516,033	.2051	1,601	5,000	271,723	,1598	2,989	67,168	27,340	14,284	. 80,034	7,463	.1879	100
Fia.)	517.3	.3182	164.8	481.9	890,525	.274	1,331	4,100	553,780	,3257	3,306	116,758	78,899	30,718	97,732	18,306	.2988	94
Co., Ind.)	100.7	.0675	35.8	82.7	181,417	.0722	1,854	5,068	127,968	. 0762	3,575	28,630	20,820	6,662	28,344	3,947	.0722	100
Ohio)	423.4	,2006	129.1	384.0	986,076	.3529	2,001	6,863	581,358	.3243	4,271	133,966	72,670	20,484	117,440	16,426	.3266	125
Ce., Kana.)	121.8	.0740	39.7	104.7	205,738	,0811	1,681	5,182	141,459	.0831	3,863	30,292	16,370	8,865	20,938	4,220	.0608	100
Ce., N. J.)	283.5	.1880	00.5	218.7	470,039	.1872	1,854	6,802	327,068	.1927	4,783	80,595	30,496	15,274	55,866	6,900	,1826	117
152. Tucsen (Pima Co., Ariz.)	210.5	. 1295	60.4	118.7	320.937	1976	1 594	5.314	210,857	1240	3,491	49,355	28,818	14,318	33,882	10.095	. 1270	94
163. Tules (Tules Co.,													.70.00		HE TOP			
Okla.)	278.4	.1712	88.4	232.7	497,964	.1983	1,786	5,633	350,993	.2099	4,037	74,402	44,211	21,070		11,822		118
Coe., N. Y.)	294.6	.1812	87.1	208.1	427,385	.1702	1,481	4,907	320,720	.1885	3,682	06,300	24,649	18,931	50,195	6,523	.1780	94
188. Wace (McLennan Co., Texas) Warwick, Va. (See Schedule 81)	140.0	.0001	41.0	104.4	190,281	.0757	1,359	4,641	186,407	.0979	4,000	38,950	20,098	9,409	39,980	4,883	.0846	90

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Zone today*, based on increase in number of dwelling units, is to think bigger than ever. For the population of the ABC City Vhen you think of Toledo, you now have

particularly well suited for testing, covered completely by its ... and that's a sizeable gain of more than 45,000 over the 1950 census. So here is Toledo, a big, beautiful market, and one newspapers, and in no other way.

*Source: Audit Bureau of Circulations

TOLEDO BLADE Daily and Sunday

Represented by Moloney, Regan and Schmitt, Inc.

TOLEDO TIMES Morning

Summary of Data for Metropolitan County Areas-(Cont'd)

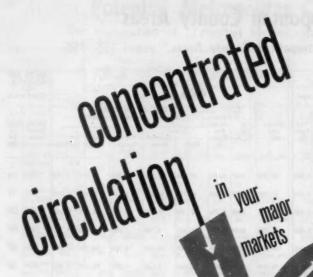
See explanation of "Standard Metropolitan County Areas," pages 155-156

AREA	0	POPULA ES 1/1	TION TIMATI /55	ES	COUL I	TIVE BI							ALES-198				SALES ADVER ING CONTR	TIS-
Allen .	Total	% of	Fami-	Urban- ized	Not	5.7	Per	Per	Dollars	% of	Area Sales	(In		of dollars				Qua
0	(thou- sands)	of U.S.A.	(thou- sands)	Population (thou-sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- metive	Drug	Power Quota	ity in- der
IB. Washington (Dis- trict of Columbia, Montgomery, and Prince Georges Cos., Mid.; Arting- ton and Fairfax Cos., Va.; Alex- andris and Fair																		
Church Independ- ent Cities, Va.) Waterbury, Conn. (See Schedule 97)	1,705.3	1.0490	404.0	1801.4	3,676,805	1.4041	2,164	7,884	2,068,417	1.2106	4,287	461,501	282,000	94,735	380,478	87,597	1.3070	12
17. Wateries (Black Hawk Co., Iowa)	109.3	.0673	33.	83.3	190,896	0780	1 747	6,783	133,316	0784	4,003	25.648	15,115	9.114	24,260	3,447	.0750	11
8. Wheeling-Steuben- ville (Brooke, Ham- cook, Marshall and Ohio Cee., W. Va.; Belmont and Jef-	100.0				150,550	.0700		0,700	2		4,000	20,040	10,110		24,200	0,000	.0700	
ferson Cos., Ohio) B. Wichita (Sedgwick	352.2	.2167	101.	218.8	535,522	.2132	1,821	5,286	316,142	.1860	3,121	94,189	32,112	19,002	51,682	7,520	. 2058	
Ce., Kans.)	292.0	.1790	96.	289.0	807,000	,2021	1,73	5,290	374,608	.2203	3,902	70,271	41,431	21,115	86,872	12,636	. 2032	1
Wichita Falls (Wichita Co., Texas)	122.8	.0784	32.	7 116.0	205,822	.0019	1,686	6,294	130,043	.0770	4,001	24,915	11.870	7,224	35,085	4,270	.0791	
1. Wilkes-Barre- Hazieten (Luzerne			-		10.0				18									
Co., Pa.)	377.7	.2821	105.	9 316.9	520,611	.2071	1,37	4,916	358,803	.2105	3,381	97,806	41,194	22,719	54,384	6,922	.2133	1
Salem Co., N. J.) L. Winston-Salem	308.2	,188	88.	1 236.3	005,132	.2406	1,97	6,000	371,526	.2180	4,217	84,812	39,104	25,401	65,882	8,862	.2237	1
(Forsyth Co., N. C.) I. Worcoster (Wor-	182.4	,000	44.	3 108.6	230,014	.0916	1,41	5,192	132,390	.0778	2,988	28,470	17,663	8,777	24,945	4,114	.0001	8
cester Co., Mass.)	874.1	.3531	166.	8 436.3	500,490	.354	1,54	5,331	000,500	.3579	3,848	175.676	45,381	32,622	91,942	15,483	,3551	3
l. Yerk (Yerk Co., Pa.) J. Youngatewn (Min- honing and Trum- bull Con., Ohio:		.1366	63.	0 114.0	341,067			5,383			3,541		21,130	15,879	40,087	3,818	,1336	8
Mercer Co., Pa.)	862.8	.3483	169.	401.8	998,327	.3975	1,77	6,255	800,748	.3534	3,764	102,281	94,452	30,731	114,801	13,590	.3731	0
ta! Abeve Metropoli-					171007,348									0			65,691	1

It's the SURVEY

It may be General Electric Company . . . Foote, Cone & Belding . . . the United Cerebral Palsy Associations . . . the UAW-CIO . . . the Traveling Library & Extension Dept. of the State of Wisconsin . . . the Board of Governors of the Federal Reserve System . . . a citizen's "watchdog" committee on state expenditures . . . the N. Y. Regional Planning Committee . . . or the N. J. Education Association . . .

Wherever reliable local data on population, income, sales are needed to launch a project or determine a course of action—it's the SURVEY.





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Potential Metropolitan County Areas

See explanation of "Potential Metropolitan County Areas," pages 155, 156

AREA	0	POPULA ES 1/1	TIMATE	8	OXA)	TIVE B	UYING TES-	1954				May 17	ALES-195 ESTIMATE				ADVER ING CONTR	3
Ansa	Total		Fami-	Urban-	Not		Per	-	Dellars	-	Area Sales	(lin	FIVE ST	ORE GRO				
	(thou- eards)	of U.S.A.	lies (thou- sands)	Popu- lation (thou- sands)	Deliars (add 000)	U.S.A.	Cap- ita	Per Fam- ily	(add	of U.S.A.	Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motivo	Drug	Baying Power Index	Qu it it di
7. Abilene (Taylor Co.,			-															
Texas)	71.8		20.9		116,100		1,618		96,399		4,612	17,233	12,267	4,823	31,047		.0409	
Ides Parish, La.) J. Anderson (Madison	103.8	.0639	28.0	48.0	113,231	.0401	1,091	4,010	60,002		2,468	18,318	10,578	4,344	15,100	1,903	.0475	
Co., Ind.)	113.3	.0097	35.6	70.1	193,571	.0770	1,708	5,437	110,541	.0885	3,274	27,722	11,025	6,221	24,821	4,007	.0720	1
tenaw Co., Mich.)	151.8	.0032	48,4	90.2	282,748	.1007	1,667	8,256	161,218	.0948	3,991	41,532	9,750	7,263	26.866	7,226	.0076	1
, Appleton (Outa- gamie Co., Wiec.)	87.8	.0540	24.4	56.5	134,891	.0536	1,533	5,516	100,294	.0800	4,110	20,793	10,372	5,384	16,290	2,048	.0553	1
Co., N. Y.)	72.0	.0443	21.3	38.3	100,335	.0400	1,394	4,711	76,498	.0450	3,591	18,460	4,230	4,875	11,018	1,482	.0424	
Auburn, Maine (See Schedule 205)		1									-							
3. Bangor (Penebecet Co., Maine)	180.0	.0871	29.2	62.9	144,422	.0575	1,325	4 946	120,602	0700	4,130	31,212	12,240	5,825	95 515	2,738	.0635	
. Bakerefield (Kern			(4)					73										1
Co., Cal.)	282.7	.1884	75.1	162.2	425,780	.1886	1,005	5,000	283,740	,1000	8,778	71,276	25,338	15,992	55,669	5,817	.1850	
Beacon, N. Y. (See Schedule 218)	185.3	.0832	39.6	93.5	217,740	,0067	1,600	5,499	157,401	.0026	3,975	40,525	13,150	7,328	33,523	8,007	.0679	
. Bellingham (What- com Co., Wash.)	66.9	.0412	22.3	35.5	95,705	.0381	1,431	4,292	98,033	.8577	4,398	20,838	9.636	4,584	16,732	2,228	.0446	
. Billings (Yellow- stone Co., Mont.)	66.2		21.9		117,908		1,781		90,223		4,120	16,633	6,422	5,303	20,802		.0475	
Bliexi-Gulfport																		1
(Harrison Co., Miss.) Bisomington (Mc-	118.7	.0712	36.2	97.2	153,324	.0610	1,325	5,077	86,867	.0510	2,008	22,512	6,560	5,104	15,000	2,647	.0000	١
Lean Co., III.)	78.1	.0400	24.3	48.5	130,494	.0519	1,671	5,370	102,559	.0604	4,221	20,453	9,996	4,702	20,287	2,300	.0837	١
Canyon Cos., Ida.) Brownsville-Hari- ingen-McAllen (Cameren and Hi-	136.0	.0837	41.8	84.1	191,290	.0782	1,407	4,618	192,189	.0053	3,908	30,717	22,055	8,475	37.014	4,252	.0838	
daigo Cos., Texas)	353.0	.2176	83.8	210.7	325,044	.1294	919	3,879	250,494	.1474	2,909	58,995	25,828	13,574	52,373	7,092	.1524	1
tenden Co., Vt.)	67.3	.0414	17.0	46.5	91,580	.0364	1,361	5,117	78,964	.0462	4,298	29,234	8,035	4,907	14,043	1,618	,0401	
(Deer Lodge, Silver Bow Coo., Mont.) Champaign-Urbana (Champaign Co.,	70.8	.0435	23.0	54.0	120,000	.0677	1,006	5,023	74,849	.6440	3,132	29,996	6,780	3,804	16,092	1,873	.0488	-
(11.)	120.1	.0738	31.8	79.0	212,297	,0046	1,760	0,676	124,910	.6733	3,928	24,500	13,115	4,628	25,415	4,267	.0791	
 Celerade Springs (El Pase Ce., Colo.). 	93.6	.0578	30.7	89.6	144,892	.0671	1,546	4,710	103,673	.0801	3,377	22,841	8,989	8,065	17,038	4,973	.0585	4
i. Cumberland (Alle- gany Co., Md.)	93.3	.0574	26.8	80.8	105,481	.0421	1,131	3,936	72,602	.0427	2,709	22,460	7,573	4,588	9,629	2,287	.0453	8
7. Danville (Vermilien Co., III.)	90.0	.0853	28.7				1,583	4,963			3,852				18,948			3
Danville (Pittsyl- vania Co., Danville independent City,																Total I		
Va.) B. Elkhart (Elkhart	100.8	,0675	27.2	40.2	116,960	.040	1,000	4,300	90,229	.8831	3,317	29,665	15,263	3,688	17,084	2,887	.0527	1
Co., Ind.) 0. Elmira (Chemung	92.0	.0586	28.8	57.0	165,193	.005	1,786	5,730	113,396	.0067	3,937	25,007	8,075	5,813	27,396	3,666	.0841	2
Co., N. Y.)	93.4	.0675	28.7	67.9	140,967	.000	1,809	4,912	119,075	.9700	4,140	28,811	10,216	6,983	24,150	2,28	.000	В
Ore.)	148.9	.0016	46.0	60.3	242,916	.096	1,631	5,191	182,674	.095	3,476	38,821	18,190	9,787	31,861	3,518	.005	8
e. Everett (Snehem- ieh Co., Wash.)	130.0	.0003	43.5	86.0	202,796	.000	1,881	4,682	129,733	.076	2,982	34,290	12,010	5,000	26,157	2,900	.079	
l. Fargo (Case Ce., N. D.)	63.0	.0380	17.8	42.8	112,481	.044	1,785	6,318	91,113	.053	8,119	11,070	11,064	3,772	21,261	2,78	.048	2
I. Fayetteville (Cum- berland Co., N. C.).	116.7	.0716	23.0	47.0	183,881	.001	1,811	6,439	81,697	.048	3,410	17,827	11,678	4,128	17,341	2,20	.050	8
Fort Lauderdale (Broward Co., Fla.).	148.3	.0012	48.5	116.3	218,394	1	0 1,473	1			4,005		10,678	13,187	31.90	7,18	.094	
6. Great Falls (Cascade Co., Ment.) Guttport, Miss. (See Scheduls 178)	80.0			45.6			8 1,921				3,984					1,43		1

Potential Metropolitan County Areas-(Cont'd)

See explanation of "Potential Metropolitan County Areas," pages 155, 156

AREA	J	POPULA ES 1/1	TION TIMATE /56	8	COTA I	TIVE B NGOMI ESTIMA						TO/ID	ALES-195 STIMATE				ADVER ING CONTR	TIS-
AREA	Total	*	Fami-	Urban- ized	Net	44	Per	Per	Dollars	eg	Area Salea	(in		ORE GRO			Buying	Que
33 -	(thou- eards)	U.S.A.	(thou- sands)	Popu- intion (thou- eands)	Dollars (add 000)	u.s.a.	Cap- ita	Fam- liy	(add 000)	U.S.A.	Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metive	Drug	Power	ity in- der
197. Hagerstown (Wash-							7											
ington Co., Md.) Harlingen, Texas (See Schedule 181)	84.6	.0520	24.1	30,1	100,460	.0438	1,294	4,542	77,438	.0456	3,213	21,338	7,145	5,139	13,070	2,008	.0459	
Co., Kans.)	56.7	.0348	18.5	35.8	87,349	8947	1 841	4,722	75,398	0444	4,078	14,677	9,533	4,278	19,782	2,305	.0377	100
90. Jamestown (Chau-	10.00	11.5	100		MC Str.											30		
tauqua Co., N. Y.)	141.8	.0872	48.2	88.9	285,084	.0816	1,446	4,430	167,204	.0984	3,619	43,838	13,116	7,823	30,243	3,422	.0676	10
Newton Cos., Mo.).	110.7	.0881	37.0	85.5	135,819	.0540	1,227	3,671	110,817	.0682	2,985	23,861	11,836	4,094	29,458	3,112	.0002	
St. La Gresse (La Crosse Co., Wie.)	71.9	.0443	20.7	84.1	114,716	.0457	1,895	5,842	86,826	.0510	4,194	21,272	10,881	4,437	14,086	1,830	.8478	10
92. Lafayette (Tippe- cance Co., Ind.)	84.8	.0522	23.8	54.9	149,081	0004	1 786	6,264	90,817	0534	3,818	20,281	9,141	4,801	15,011	3,583	.0862	10
03. Lake Charles (Cal-		.0022	40.0	51.0	140,001	.000	1,700	0,20	50,017	.0004	0,010	20,201	4,141	4,001	10,011	3,000	.0002	10
casieu Parish, La.)	114.8	.8704	32.4	84.1	177,984	.0706	1,554	5,490	104,885	.0817	3,237	23,527	11,478	4,615	24,473	2,443	.0480	
Co., Nev.)	81.8	.0504	25.8	62.0	164,120	.0654	2,000	6,337	97,781	.0578	3,775	29,738	9,175	4,372	24,530	3,442	.0001	11
(Androscoggin Co., Maine)	84.2	.0518	24.3	68.7	126,612	.0604	1,894	5,210	96,038	.0865	3,952	28,080	9,118	4,991	16,806	1,947	.0826	10
96. Lynchburg (Lynch- burg Independent City Campbell Co.,				140					20.10					(
Va.)	81.7	.0802	21.5	56.4	104,613	.0416	1,280	4,866	90,086	.0829	4,189	17,011	14,084	4,335	17,274	3,512	.0467	•
97. Mansfield (Rich-																-546	1900	
tand Co., Ohie) 68. Menree-West Monroe (Ouachita	100,2	.0616	29.7	85.3	182,669	.0721	1,821	6,150	115,100	.0677	3,878	24,809	14,411	6,355	21,807	2,551	.0000	1
Parish, La.)	84.7	.0521	24.5	\$6.2	115,281	.045	1,381	4,706	93,457	.0880	3,815	15,842	9,520	7,004	28,617	2,500	.0498	1
 Muskegon (Muskegon Co., Mich.) 	137.3	.0045	40.8	87.7	202,340	.080	1,474	4,989	152,688	.0001	3,742	45,271	16,483	7,419	28,800	5,808	.0841	1
18. Newark (Licking									-									
Co., Ohio)	75.3	.0483	23.4	39.9	118,977	.046	7,54	4,950	79,127	.0488	3,381	19,698	4,736	3,185	13,007	1,648	.0484	
218) 211. New Lenden-Ner-				12	1			-		-			-				1	
wich (New London					77.71						100							
Co., Conn.)	160.0	.0984	46.8	92.0	264,631	.106	1,65	4 5,655	166,470	.0071	3,567	48,582	8,217	8,364	26,860	4,872	.1017	1
rence Co., Pa.) Nerwich, Conn. (See Schedule 211)	107.7	.0002	31.1	82.9	176,223	.070	1,63	5,000	107,238	.0631	3,448	30,388	8,970	7,719	19,160	2,311	.0073	1
218. Oehkeeh (Winne-																		
bago Co., Wis.) 114. Paducah (McGrack-	96.8	.0696	28.6	71.1	185,582	.061	1,60	7 5,439	107,928	.0638	3,774	28,142	7,492	5,309	21,895	2,537	.0019	1,
en Co., Ky.)	84.0	.0517	28.7	67.0	111,164	.044	1,32	4,183	78,817	.0464	2,952	16,686	9,720	3,826	20,768	3,606	.0464	1
Pla. Pensacola (Escam- bia Co., Fla.)	143.1	.0000	38.1	99.8	171,231	.000	1,190	4,484	114,096	.0671	2,995	28.770	10,173	4,810	29,225	3,865	.0718	
tis. Port Huron (St. Clair Co., Mich.)	101.1							0 4,971			3,840					3,076		
217. Portemouth (Soleta Co., Ohio	99.5	.080	90.0	63.6	122,200	048	1 00	7 4,243	94,082	6885	3,266	24,583	11.002	5,491	18 107	2,374	.0831	
18. Paughkaapsia- Nawburgh-Beacon					ed tools	,510	1,20				0,200	24,000	11,000	0,40	10,107	2,00	1	
(Dutchess and Orange Cos., N. Y.).	295.8	.1818	83.8	180.8	450,673	.179	1,62	4 5,378	371,500	.2184	4,433	110,072	27,116	18,975	59,978	8,428	.1910	1 1
219. Quincy (Adams Co.,	87.0	.0417	91 7	67.0	pp 741	030	1 1 90	4 103	70 500			1	0 100	0.010	12 502	9 000	.0392	2
III.) 229. Reno (Washoe Co.,	67.8		1					0 4,183			3,342	111		200	1 Styl	oth No.	100	1
Nev.)	62.8	1						8,794	100		5,072					1		
Ge., Ind.)	74.7	.0489	22.6	48.7	122,874	.048	1,64	1 5,424	89,150	.0524	3,945	18,564	7,954	4,923	19,406	2,657	.0493	1
Ore.)	107.7	.0082	32.6	51.8	148,456	.089	1,37	8 4,854	127,731	.075	3,918	25,980	13,465	7,881	32,468	3,074	.0651	
(Santa Barbara Go., Cai.)	106.1	.0653	34.4	73.9	190,110	.075	1.79	2 5,527	149,490	,000	4,346	33,140	6,325	8,876	20.050	4.80	.0774	

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Potential Metropolitan County Areas-(Cont'd)

See explanation of "Potential Metropolitan County Areas," pages 155, 156

	0	POPULA D ES 1/1	TION TIMATE /55	18	Malla I	TIVE BI						RETAIL S	ALES-105				SALES ADVER ING CONTR	TIS-
AREA	Total	%	Fami-	Urban-	Net	% of	Per	Per	Dollars	% of	Area Sales	(in		ORE GRO				Qual
	(thou- sands)	U.S.A.	(thou- eands)	Population (thousands)	Dollars (add 000)	u.s.A.	Cap- ita	Fam- lly	(add 000)	U.S.A.	Por Fam- lly	Food	General Mdec.	Furn House- Radio	Auto- metive	Drug	Power	ity in- dex
224. Sheboygan (She- boygan Co., Wis.) 228. Spartanburg (Spar-	83.2	.0611	25.1	82.9	136,922	.0645	1,046	5,455	94,350	.0555	3,789	19,800	14,860	3,926	15,640	1,986	.0542	108
tanburg Co., S. C.) 226. Texarkana (Miller	186.5	,0003	40.9	55.1	192,807	.0788	1,233	4,716	130,286	.0768	3,185	30,250	15,906	8,370	29,095	3,078	.0007	84
Co., Ark.; Bowle Co., Texas)	102.6	,0631	29.0	80.3	108,488	.0432	1,057	3,628	95,678	.0502	3,200	23,279	9,655	4,218	18,524	2,784	.0511	81
227. Tyler (Smith Co., Texns)	78.4	.0470	22.1	49.4	99,301	.0396	1,300	4,493	80,478	.0474	3,642	16,022	8,416	5,188	23,343	2,834	.0434	92
228. Watertown (Jeffer- een Co., N. Y.) West Menros, La. (See Schedule 206)	86.6	,0633	28.4	30.0	118,306	.0471	1,388	4,481	103,813	.0611	3,932	23,529	10,291	4,787	19,462	2,646	.0025	**
228. West Palm Beach (Palm Beach Co.,	145.3	.0003	40.0	111.0	100,131	6799	1 370	4,329	107,913	1105	4.005	40,354	11.037	13,125	38,184	6, 161	.0907	100
Fla.)	78.9		19.8	-	81,004			4,121			3,726	17,814	6,606		13,868		.0380	
231. Williamsport (Ly- coming Co., Pa.)	103,9	.0630	31.4	88.8	151,335	.0003	1,487	4,820	106,273	.0025	3,384	30,161	10,596	5,915	20,242	2,548	.0616	91
282. Yakima (Yakima Co., Wash.) 233. Zaneeville (Musk-	144.7	.0000	44.0	69.2	196,868	,0784	1,381	4,414	185,942	.0015	3,490	36,297	14,790	6,747	34,152	4,304	.0044	90
ingum Co., Ohio)	78.6	.0483	23.1	43.4	112,930	.0450	1,430	4,745	71,429	.0420	3,001	18,154	5,733	4,579	14,900	2,063	.0448	90
Total Potential Metro- politan Areas	7,278.6	4.4786	2,129.1	4470.2	10,679,471	4.2517	1,400	5,015	7,809,612	4.0031	3,000	1,843,195	751,343	412,967	1,573,253	222,814	4.3993	
Total All Metropolitan Areas	102000.1	63.1682	30010.1	877904	182,676,819	72.7380	1,771	5,910	119516,794	70.2996	3,867	29324,490	14533,786	6,718,935	20943,629	3646791	70.0007	111
U, S. Tatal	102800.4	(100)	47820.7	107,-	251,132,860	(100)	1,54	5,274	170034,790	(100)	3,871	41338,504	18752,734	9,000,505	31436,400	4944016	(100)	100

C SM, 195

For PROFITABLE Selection of Markets

Since a market is only as good as your chances of selling it, its basic market data should be "weighted" by such factors as available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only show the *net worth* of the market . . . in terms of your selling chances . . . but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.

Sales in 7 Store Groups for Metropolitan County Areas

Estimates, 1954, for the 233 Standard and Potential Areas

		ELEDY			IMATES RETAIN thousands of doll			
REA	CITY AND STATE	Eating and Drinking Places	Apparel Stores	Gasoline Service Stations	Lumber Yards and Building Materials	Hardwere Stores	Liquer Stores (Package)	Jewelry Ster
1	Akren (Ohio)	44,737	22,384	35,845	38,451	8,975	7,962	4,477
2	Albany-Schenectady-Troy (N. Y.)	61,294	63,472	39,804	23,834	6,120	9,596	6,505
3	Albuquerque (N. M.)	14,233	13,034	15,987	13,415	1,245	3,906	2,023
4	Allentown-Bethiehem-Easten (Pa.)	37,310	35,347	32,167	25,960	6,857	9,839	4,955
8	Altoona (Pa.)	8,384	8,417	8,632	4,150	2,618	2,413	1,081
8	Amarillo (Tex.)	9,218	14,068	14,300	2017		1	
7	Asheville (N. C.)	5,439	4,742	8,186	4,458	1,331	* Calles	901
8.7	Atlanta (Ga.)	55,579	53,707	56,707	25,864	9,529	35,835	10,641
10	Atlantic City (N. J.)	33,675 9,464	16,571 9,055	9,998 12,780	5,184 4,660	2.837	4,798 9,909	6,494 2,116
11	Austin (Tex.)	14,235	12,989	11,501	16,819	2,418	3,308	
12	Baitimore (Md.)	161,255	92,885	77,327	37,212	13,963	32,228	2,816
13	Baton Rouge (La.)	12,081	10,198	13,554	9,321	3,000	3,041	2,116
14	Bay City (Mich.)	7,713	5,967	10,041	4,404	1,850	722	957
15	Beaumont-Port Arthur (Tex.)	16,715	18,316	14,253	16,505	2,029	6,015	2,978
16	Binghamton (N. Y.)		12,178	11,995	5,501	1,284	2,675	2,171
17	Birmingham (Aia.)		40,321	34,109	10,941	5,496	26,584	8,016
18	Boston (Mass.)	287,027	222,849	148,503	94,390	34,097	91,648	32,17
19	Bridgeport-Stamford-Norwalk (Conn.)	45,768	49,321	42,358	35,905	13,795	23,805	8,52
20	Brockton (Mass.)	17,527	16,801	14,192	10,663	3,806	8,309	1,24
21	Buffale (N. Y.)	126,106	86,324	75,065	51,725	18,898	19,167	10,12
22	Canton (Ohio)	28,647	21,502	22,395	17,858	6,782	5,470	4,07
23	Cedar Rapide (Iewa)	8,678	9,480	10,707	9,196	2,841	3,150	1,21
24	Charleston (S. C.)	7,433	11,316	10,368	6,429		8,258	1,39
25	Charleston (W. Va.)	16,794	20,075	19,565	9,315		12,767	3,12
26	Charlotte (N. C.)	11,389	18,220	15,446	10,231	1,727		2,26
27	Chattansoga (Tenn.)		18,003	21,346	10,460	5,282	10,833	3,20
26	Chicago (III.)	725,184	590,904	355,023	207,703	69,885	194,034	71,46
29 30	Gincinnati (Ohie)	122,482 187,700	74,232 117,010	65,540 120,831	46,758 97,896	11,467 21,576	28,547 59,852	10,43
31	Columbia (S. C.)	8,722	13,878	13,442	1,065	5,996	6,895	1,91
32	Columbus (Ga.)		11,074	9,772		1,224	5,828	2,110
33	Columbus (Ohio)		41,310	42,035	28,911	8,184	14,150	7,78
34	Corpus Christi (Tex.)		13,536	13,417	10,773	2.827	5,289	6,30
35	Dallas (Tex.)	88,697	62,114	54,354	44,526	5,310	29,925	10,04
36	Davenpert-Rock Island-Meline (Iowa-III.)	29,587	13,053	21,238	14,565	2,781	3,772	2,58
37	Dayton (Ohio)	53,140	35,404	43,182	17,786	5,065	14,431	8,28
38	Decatur (III.)	11,298	6,731	12,308	4,084	2,731	1,639	2,18
39	Denver (Colo.)	82,372	42,571	54,526	38,128	6,151	13,991	8,93
40	Des Moines (Iowa)	19,811	18,705	19,501	12,422	3,448	5,775	3,10
41	Detroit (Mich.)	330,693	275,356	288,006	168,071	43,293	43,314	34,96
42	Dubuque (Iowa)		3,520	4,805		•	1,970	89
43	Duluth-Superior (Minn,-Wisc.)		19,567	18,307	9,298	4,004	5,487	2,23
44	Durham (N. G.)	.,,,,,,	6,405	7,087	5,892	1,115	A III	1,24
45	El Paso (Tex.)		15,146	12,142	12,825	1,611	4,382	3,31
46	Erie (Pa.)		17,390	16,862	11,824	3,529	7,782	2,24
48	Fait River-New Bedford (Mass.)		19,890 27,769	12,022 23,255	6,302 14,828	1,381 3,852	1,947 7,688	1,77
49	Flint (Mich.)	28,714	23,863	36,717	21,953	6,674	3,906	
50	Fert Smith (Ark.)	4,005	4,733	5,793	21,000	0,014	3,081	2,09
51	Fort Wayne (Ind.)	21,008	15,967	20,195	6,319	1,788	1,904	2,36
52	Fort Worth (Tex.)	37,688	24,317	36,688	43,616	1,799	14,476	8,30
53	Freeno (Cal.)		21,112	27,865	23,487	7,173	4,910	3,46
54	Gadaden (Ala.)		4,558	4,373			1	
88	Galveston (Tex.)		9,355	9,622	11,881	1,199	4,057	1,07
58	Grand Rapids (Mich.)		26,988	30,718	16,972	5,239	2,242	2,90
57	Green Bay (Wisc.)		8,198	8,432	6,290	1,884	692	94
58	Greensboro-High Point (N. C.)		18,643	16,735	8,346	3,376		2,86
80 80	Greenville (S. C.)		9,414	11,798	11,193	4,415 3,980	4,437 4,520	1,83
61	Hampton-Newport News-Warwick (Va.)	ACCURATE I	10,908	PITAL AND				
62	Harrisburg (Pa.)		27,287	9,145	12,367	6,302	0.040	
63	Hartford-New Britain (Conn.)		58,744	29,663 52,606	33,103	11,354	6,946 25,577	2,89
84	Houston (Tex.)		84,094	73,126	90,965	7,503	33,786	15,76
65	Huntington-Ashiand (W. VaKy.)		17,413	12,377	8,083	4,514	7,493	1,90
88	Indianapolie (Ind.)		53,993	88,282	18,885	7,879	9,181	9,74
67	Jackson (Mich.)		7,467	12,243	6,513	4,000	919	1,04

Sales in 7 Store Groups for Metropolitan County Areas—(Cont'd) Estimates, 1954, for the 233 Standard and Potential Areas

054	GITY AND STATE	orth survey	.00		TIMATES RETAIN thousands of dol!			
AREA	GITY AND STATE	Eating and Drinking Places		Gaseline Service Stations	Lumber Yards and Building Materials	Hardware Stores	Liquor Stores (Package)	Jewelry Ster
68	Jackson (Miss.)	8,801	11,824	10,061	5,074	1,405	t	2,171
00	Jackaonville (Fla.)	28,005	25,968	25,520	15,008	4,470	13,297	4,718
70	Johnstown (Pa.)	18,251	10,043	18,728	7,784	3,573	5,787	2,200
71	Kalamazoo (Mich.)	8,804	10,123	14,396	8,863	3,805	1,718	1,463
72	Kaneas City (Mo.)	67,530	75,433	63,930	80,474	7,356	19,190	12,428
73	Kenosha (Wisc.)	10,032	5,888	6,300	7,227	2,303		702
74	Knoxville (Tenn.)	17,845	15,268	23,505	9,367	3,728	1	3,411
75 76	Lancaster (Pa.)	14,842 17,085	12,145 16,033	14,780 21,283	10,442	3,201 4,000	3,177 1,084	2,271 2,002
77	Laredo (Tex.)	2,286	7,429	2,316		*	243	481
78	Lexington (Ky.)	7,807	12,287	7,240	7,257		6,780	1,630
70	Lima (Ohio)	8,218	6,187	7,881	8,078	1,732	2,551	1,327
80	Lincoln (Nebr.)	9,029	11,279	11,000	7,112	3,195	3,242	1,150
81	Little Rock-North Little Rock (Ark.)	12,288	10,473	17,068	9,484	1,458	9,004	2,554
82	Lorain-Elyria (Ohio)	13,412	8,492	12,128	9,192	4,204	4,702	1,830
83	Los Angeles (Cal.)	886,037	386,674	824,511	351,538	58,743	186,147	65,007
84	Louisville (Ky.)	50,330	56,720	40,674	19,963	8,943	17,504	6,637
85	Lubbock (Tex.)	5,176	9,463	12,477	16,136	1,723	5.070	2,472
87	Macon (Ga.)	7,537 19,763	9,540 11,996	9,286	2,819 14,038	4,791	1,793	1,550 1,527
88	Manchester (N. H.)	10,747	11,832	8,956	4,694	4,701	5,633	1,338
80	Momphie (Tenn.)	31,042	37,951	28,396	18,607	4,298	22,526	7,302
90	Miami (Fla.)	118,081	77,226	60,164	49,336	11,301	24,449	8,796
91	Milwaukee (Wisc.)	117,169	84,690	59,585	29,220	8,082	15,776	9,713
92	Minneapolie-St. Paul (Minn.)	117,267	88,887	92,713	55,094	16,910	26,924	12,286
93	Mobile (Aia.)	14,043	15,837	14,680	5,856	2,020	7,810	2,592
94	Montgomery (Ala.)	10,096	11,381	9,735	4,989	484	6,335	2,295
95	Muncio (Ind.)	6,305	6,832	7,111			1,131	1,565
96	Nashville (Tenn.)	22,814	29,524	27,801	10,499	3,787	18,454	3,829
97	New Haven-Waterbury (Conn.)	88,781 87,212	80,042 72,098	43,926	24,883 31,203	8,488	22,103 11,417	7,576 12,085
99	New York-N. E. New Jorsey (N. YN. J.)	1,946,466	1,783,958	621,803	340,349	142,913	431,996	155,204
100	Norfolk -Portamouth (Va.)	38,228	41,577	27,935	10,863	10,796	22,542	5,144
101	Ogden (Utah)	8.585	7,246	7,656			2,242	1,235
102	Oklahema City (Okla.)	25,684	25,534	26,794	31,386	2,219	†	5,188
103	Omaha (Nobr.)	40,007	29,606	26,295	20,926	8,479	4,445	4,341
104	Orlando (Fla.)	11,637	9,731	11,330	6,357	2,238	5,862	1,760
105	Peoria (III.)	26,772	13,087	19,287	15,752	3,312	2,050 138,922	2,362 32,184
106	Philadelphia (Pa.)	395,277 40,202	23,006	184,534 38,551	111,217 41,019	44,669 2,477	5,970	4,071
108	Pittsburgh (Pa.)	208,894	182,025	141,312	94,883	30,847	87,190	28,549
109	Pittufield (Mass.)	10,612	9,141	9,020	4,779	2,153	3,682	1,150
110	Portland (Me.)	10,510	15,498	14,155	6,853	1,448	5,963	2,423
111	Pertiand (Ore.)	88,410	39,852	64,179	38,312	10,079	26,131	9,823
112	Providence-Pawtucket (R. I.)	60,792	63,539	43,630	•		16,256	6,383
113	Pueblo (Colo.)	7,831	3,500	6,877			1,825	1,158
114	Racine (Wisc.)	11,815	7,723	9,166	7,901	4,217	1,447	1,121
115	Raleigh (N. C.)	8,246	10,874	10,622	3,653 12,755	1,930	5.058	1,476
116	Reading (Pa.)	20,405	19,124 25,308	18,989 27,455	4,542	4,459	20,446	4,027
118	Reanske (Va.)		16,228	11,712		1,407	6,526	2,173
119	Rechester (N. Y.)	80,134	46,526	34,458	21,600	6,403	7,832	5,360
120	Reckford (III.)	20,418	12,440	15,843	19,330	2,315	3,641	2,326
121	Sacramento (Cal.)	39,828	26,089	26,149	21,667	4,708	4,261	4,253
122	Saginaw (Mich.)	12,530	13,957	14,204	7,832	3,981	1,072	1,604
123	St. Joseph (Mo.)	8,825	7,200	4,936	3,202	1,804	1,484	700
124	St. Lauis (Mo.)	176,153	124,302	124,799	88,242	26,069	29,284 7,788	16,777 4,218
125 126	Salt Lake City (Utah)	23,738 4,291	21,310 2,982	25,753 4,911	14,915	1,621	2,031	1,298
127	San Antonio (Tex.)	37,998	38,284	31,672	32,930	2,139	11,207	7,032
128	San Bernardine (Gal.)	53,582	23,886	69,065	52,763	6,400	15,312	4,040
129	San Diego (Cal.)	81,491	42,173	55,404	52,322	7,812	22,150	7,143
130	Sen Francisco-Oakland (Cat.)	337,913	227,695	187,796	104,171	33,227	72,798	34,492
131	San Jose (Gal.)	31,669	30,688	31,331	27,134	8,211	5,218	4,720
132	Savannah (Gá.)	11,814	12,710	13,146	5,875	1,000	4,367	3,226
133	Scranton (Pa.)	20,131	20,980	10,981	6,166	1,224	5,552	1,996
134	Scattle (Wash.)	81,042	89,248	67,492	27,486 15,187	13,096	27,794 6,849	12,198

A Specialized VERTICAL PUBLICATION with a HORIZONTAL COVERAGE

The fountain and fast food segment of the restaurant industry is the outlet having fountain and counter restaurant service, which generally includes table or booth service. That's the specialized market Fountain & Fast Food serves vertically.

In fast service eating places, twicethe-turn-over-per-seat means more meals — more sales — more profits. This is the fastest growing segment of the restaurant industry — and is by far the largest of the eating place market.

NO MATTER WHAT YOU CALL THEM NO MATTER WHERE YOU FIND THEM

Fast food outlets embrace fountains, counter restaurants, luncheonettes, sandwich shops, diners, in-plant restaurants, drive-ins, coffee shops, etc.

They are a vital part of drug stores, variety and department stores, airports, railroad stations, bus terminals, etc.

On main street or main highway or in industry they all have one thing in common—

FAST SERVICE

Whether independent or chain operations the market and Fountain & Fast Food coverage of it extends to over thirty different types of outlets numbering 50,000. That's what we mean by borizontal coverage in a specialized vertical field.

When you specify Fountain & Fast Food for an advertising schedule, it's an assurance of a market well covered <u>vertically</u> and <u>borizontally</u>, coupled with all necessary <u>specialized</u> editorial content from cover to cover.

FOUNTAIN & FAST FOOD

the magazine serving counter and fountain restaurants



Editorial and Executive Offices 386 Fourth Avenue, New York 16, N. Y.

Mid-Western Office
333 N. Michigan Ave., Chicago I, III.
Pacific Coast Representative
The Richard Railton Company
Monadnock Bldg., San Francisco 5, Calif.

Sales in 7 Store Groups for Metropolitan County Areas-(Cont'd)

Estimates, 1954, for the 233 Standard and Potential Areas

		ESTIMATES RETAIL SALES, 1854 (In thousands of dollars)									
AREA	CITY AND STATE	Eating and Drinking Places	Apparel Stores	Gaseline Service Stations	Lumber Yards and Building Materials	Hardware Stores	Liquer Stores (Package)	Jewelry Stores			
138	Sloux City (lows)	9,272	7,386	7,837	11,078	3,386	1,988	1,002			
137	Sloux Fails (S. D.)	6,102	6,294	8,050			1,900	971			
138	South Bend (Ind.)	20,373	19,832	21,153	17,871	2,354	2,806	2,209			
130	Spekane (Wash.)	19,329	13,625	19,293	9,391	2,511	5,487	3,200			
148	Springfield (III.)	18,600	10,493	. 12,981	9,395	1,728	1,508	1,498			
141	Springfield-Helyeke (Mass.)	40,192	38,024	31,559	18,631		13,186	4,075			
142	Springfield (Mc.)	6,239	8,181	7,868	8,319	1,145	2,240	1,171			
143	Sarinafield (Ohle)	9,282	8,402	9,496	7,088	969	2,793	1,405			
144	Stockton (Cal.)	25,190	15,845	17,531	11,792	3,458	2,799	3,290			
145	Syracuse (N. Y.)	43,945	29,164	25,427	17,405	4,122	5,670	4,599			
146	Tacoma (Wash.)	18,435	11,026	17,219	7,893	2,704	6,145	3,421			
147	Tampe-St. Potersburg (Fig.)	48,693	28,715	38,922	32,123	6,092	11,498	5,164			
148	Terre Haute (Ind.)	9,399	5,734	8,025	3,880	968	571	1,513			
140	Teledo (Ohio)	81,881	29,788	38,488	19,885	4,767	12,076	7,209			
180	Topoka (Kans.)	8,378	8,034	11,017	7,648	1,822	3,808	1,008			
181	Trenton (N. J.)	32,043	27,182	17,266	11,648	2,109	6,110	3,098			
152	Tucson (Ariz.)	14,328	10,385	12,689	19,348		2,131	2,234			
163	Tulan (Okla.)		24,242	25,049	24,616	3,013	1	3,630			
184	Utica-Rome (N. Y.)		21,419	23,236	9,995	4,304	4,401	3,043			
155	Waco (Tex.)	10,499	8,180	11,878	11.616	678	†	1,928			
156	Washington (D. C.)	169,827	151,230	115,201	60,214	18,517	117,305	21,296			
157	Waterloo (lowa)		8,987	8,902	6,212	928	2,500	908			
158	Wheeling-Steubenville (W. VaOhio)		23,127	22,980	18,705	5,355	9,402	4,061			
159	Wichita (Kans.)		24.842	27,389	22,308	2,724	10,970	5,014			
180	Wichita Falls (Tex.)	7,090	7,089	10,518	7,242	793	8,153	1,907			
181	Wilkes-Barro-Hazelton (Pa.)	28,879	23,669	17,262	11,931	4,138	7,952	3,294			
162	Wilmington (Dol.)		30,250	28,043	18,311	8,133	12,826	3,463			
163	Winston-Salem (N. C.)		14,992	8,041	5,926	1,160		1,425			
184	Worcester (Mass.)		48,116	40,170	24,607	9,353	13,008	5,034			
185	York (Pa.)	11,133	11,995	12,000	5,891	1,008	2,281	1,172			
186	Youngstown (Ohio)	44,340	39,638	41,625	27,504	15,785	13,068	7,620			
	Total Above Motropolitan Areas	9,695,178	8,011,385	6,482,447	4,086,371	1,131,439	2,889,857	1,082,798			
	U. S. Yotai	13,130,027	10,148,023	11,444,957	7,433,858	2,694,035	3,429,989	1,435,449			

Potential Metropolitan Areas

167	Abijene (Tex.)	3,255	4,119	6,867		•	1	1,295
68	Alexandria (La,)	3,579	2,656	5,365			1,684	
169	Antierson (Ind.)	7,238	5,419	8,276	8,517	1,800	602	1,338
170	Ann Arbor (Mish.)	9,361	9,811	13,797	9,067	2,309	1,662	1,838
171	Appleton (Wiec.)	7,492	4,994	8,848			1,000	923
172	Auburn (N. Y.)	5,879	4,428	4,852			1,008	1,054
173	Banger (Ma.).	8,384	6,497	8,896	1,479	1,816	3,954	900
174	Bakerefield (Cal.)	23,594	11,343	25,190	12,366	1,776	6,612	2,485
175	Battle Creek (Mich.)	10,780	8,647	13,867	8,285	1,936	1,492	1,652
176	Bailingham (Wash.)	6,889	4,216	6,874			1,721	1,004
177	Billings (Mont.)	8,903	7,098	7,886	8,380	8,127	1,876	854
178	Bilexi-Gulfport (Miss.)	8,810	4,957	6,708	4,748		1	806
179	Bloomington (III.)	7,177	6,302	9,732			793	1,108
180	Bulse (Idaha)	9,140	3,871	12,285		1	*	1,142
181	Brownsville-Harringen-McAllen (Tex.)	13,743	11,036	18,827	16,867	4,882	2,543	1,785
182	Burlington (Vt.)	4,130	4,481	4,411	4,398	. 800	1,763	613
183	Butto-Anaconda (Mant.)	10,024	3,480	3,000	2,773	576	3,246	472
184	Champaign-Urbana (III.)	11,098	6,791	9,611			1,449	1,257
185	Galorado Springa (Colo.)	7,600	6,414	8,144	•		1,736	1,078
186	Gumberland (Md.)	5,523	5,903	4,900	2,049	•	1,257	779
187	Danville (III.)	6,711	4,836	7,845	3,485	1,822	978	967
188	Dasville (Va.)	3,444	4,370	9,394	•			
189	Elichart (Ind.)	5,402	5,004	9,403	6,641	3,811	100	994
190	Elmira (N. Y.)	9,748	10,253	7,971	8,841	3,566	1,491	1,181
191	Eugene (Ore.)	9,945	6,788	15,037	7,978	1,719		2,253
192	Everett (Wash.)	8,387	4,176	9,914	6,636	1,820	3,009	887
183	Farm (N. D.)	7,468	8,098	4,487			1,066	1,661
184	Fayettoville (N. C.)	3,843	4,585	7,477				807

* Withheld to avoid disclosure.

+ Liquer not legalized

♥ SM, 1955.

Sales in 7 Store Groups for Potential Metropolitan County Areas

Estimates, 1954, for the 233 Standard and Potential Areas

AREA	CITY AND STATE	ESTIMATES RETAIL SALES, 1954 (in thousands of dollars)									
nnea	UITY AND STATE	Eating and Drinking Places	Apparel Stores	Gasoline Service Stations	Lumber Yards and Building Materials	Hardware Stores	Liquer Stores (Package)	Jowelry Store			
195	Fort Lauderdale (Fig.)	18,494	12.347	13,088	12.002	2,864	5,209	986			
196	Great Falls (Mont.)	8,015	3.722	4,709	4,688	3,060	2,214	871			
								596			
197	Hagerstown (Md.)	5,966	5,196	5,112			1,706	548			
198	Hutchinson (Kans.)		3,150	5,702	5,290	3,796	1,006				
190	Jamestown (N. Y.)	11,365	8,332	10,739	8,087	3,925	1,650	1,393			
200	Joplin (Mo.)	6,396	4,493	9,347		THE R. L.	4,454	732 843			
201	La Grosse (Wisc.)	8,597	4,903	5,713	70 100	made in the	864 670	949			
202	Lafayette (Ind.)		8,085 4,449	6,364		1,448	2,324	1.021			
204	Las Vegas (Nev.)		3,811	8,133 9,757	10,164 7,083	446	2,577	899			
204	Lewiston-Auburn (Mo.)	4,218	6,300	4.852	3,580	440	1,941	971			
208	Lynchburg (Va.)		3,450	5,421	9		1,784	434			
207	Manuffeld (Ohio)	9,992	5,468	9,395			1,900	1,284			
208	Monroe-West Monroe (La.)		7,313	5.473							
200	Muskegon (Mich.)	10,661	6,213	13,585	7,496	1.847	1,708	1,576			
210	Newark (Ohio)		3,280	7,551	3,693	4,333	2,172	757			
211	New London-Norwich (Conn.)		10,250	13,072	10.050	2,366	5,456	1,104			
212	New Castle (Pa.)	5,938	6,915	7,558	4,910	2,947	1,865	1,588			
213	Oshkosh (Wiec.)	9,452	5,150	6,839	5,625	1,198	879	896			
214	Paducah (Ky.)	5,023	5,701	4,106	3,390	1,347	1,677	823			
215	Pensacola (Fla.)	9,489	7,644	7,279	2,889	2,954	1,935	1,923			
216	Pert Huron (Mich.)	7,785	5,447	9,580	8,054	3,354	1,014	907			
217	Portemouth (Ohio)	7,089	5,007	7,537			2,272	690			
218	Peughkeepele-Newburgh-Beacon (N. Y.)		21,898	22,895	19,429	5,994	5,101	2,930			
219	Quincy (Iff.)	6,830	3,106	5,280	4,748	3,698	295	656			
220	Reno (Nev.)	12,670	6,262	6,893			455	1,388			
221	Richmond (Ind.)	5,330	5,754	6,812	15 2 2 1		881	1,255			
222	Salem (Ore.)	7,022	5,624	9,487	5,348	2,038		1,135			
223	Santa Barbara (Cal.)		10,477	11,449	7,547	5,087	3,727	1,073			
224	Sheboygan (Wisc.)		3,265	5,875	5.814	2,618	0.040	662 734			
225 226	Spartanburg (S. C.)	5,096 5,611	11,852 6,232	10,050 9,184	5,770	1,893	3,942	. 704			
227	Tyler (Tex.)	2,335	4,626	5,419	100			945			
228	Watertown (N. Y.)	7.737	6,295	8,601	3,566	1,407	1,235	764			
229	West Palm Beach (Fla.)	18,128	18,545	12,064	12,261		5,903	1,955			
230	Wilmington (N. C.)	4,118	4,748	5,968				908			
231	Williamsport (Pa.)		7,917	7,829	2,842	1,234	1,484	816			
232	Yakima (Wash.)	8,788	4,704	12,177	6,483	3,826	2,438	1,005			
233	Zanesville (Ohio)	5,489	3,726	5,851		-	1,292	849			
	Total Potential Metropolitan Areas	557,645	424,154	576,909	271,382	96,837	115,295	88,345			
	Total All Metropolitan Areas	10,252,821	8,435,519	7,029,356	4,357,723	1,228,278	2,784,882	1,151,140			
	U. S. Total	13,130,027	10,148,023	11,444,957	7,433,858	2,694,035	3,429,989	1,435,449			

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Per Family Sales for 233 Metropolitan County Areas

Estimates, 1954, for Thirteen Categories

	AREA			MOTES!		SM	ESTIMAT	ES HEIM	L SALES	-1004				
		Retail Sales	Food	General Mdee.	Furn,- House- Radio	Auto- metive	Druge	Eating and Drinking Places	Apparel Stores	Gasoline Service Stations	Lumber Yards and Building Materials	Hard- ware Stores	Liquer Stores (Pack- age)	Jewalr Stores
	Akron (Ohio)	3,908	1,031	581	167	817	100	334	187	288	287	78	60	33
	Albany-Schnectady-Troy (N. Y.)	4,156	962	571	222	880	75	360	373	235	140	36	68	39
	Albuquerque (N. M.)	3,632	766	323	290	603	112	273	250	307	257	24	78	39
	Altentown-Bethlehem-Easton (Pa.)	3,814	907	381	283	008	75	286	271	247	199	50	78	38
	Altoona (Pa.)	3,276	1,026	357	249	494	88	207	208	198	102	85	80	27
	Amarillo (Tex.)	4,612	786	292	282	1,156	100	259	395	402				
	Asheville (N. C.)	3,204	661	478	177	873	117	156	193	235	128	38		28
	Atlanta (Ga.)	4,005	775	863	182	816	137	254	246	299	118	44	184	49
1.	Atlantic City (N. J.)	4,873	1,224	239	238	519	180	788	377	227	118		108	148
1.	Augusta (Ga.)	2,626	628	360	135	518	88	145	139	196	71	44	152	32
	Austin (Tex.)	4,029	848	393	214	854	103	208	270	230	350	50	00	59
2	Baltimore (Md.)	3,732	1,023	887	185	508	130	391	225	187	90	34	78	44
L	Baton Rouge (La.)	2,983	587	403	187	637	113	207	174	232	158	52	52	38
	Bay City (Mich.)	3,728	951	399	243	588	130	278	215	302	159	60	28	35
	Beaumont-Port Arthur (Tex.)	4,060	928	449	277	889	130	261	255	222 .	257 95	32 22	94	48
l.	Binghamton (N. Y.)	3,824	936	507	234	686	95	301	210 235	206 199	84	32	155	47
7.	Birmingham (Ala.)	3,396	830	501	194	686	86	329	255	170	108	39	105	37
	Beston (Mass.)	3,781	1,633	471	172 250	496 751	116 128	277	299	257	218	84	143	33
l.	Bridgeport-Stamferd-Nerwalk (Denn.) Breckten (Mass.)	4,239 3,436	1,222	289 190	159	535	92	279	289	226	170	61	100	20
ı.	Buffalo (N. Y.)	3,971	1,018	511	194	787	101	209	282	219	151	85	58	30
2.	Canton (Obio)	3,696	936	373	230	854	88	317	238	248	198	75	61	48
L	Codar Rapids (lows)	4,638	810	520	291	957	157	245	268	302	280	80	89	34
1.	Charleston (S. C.)	2,964	786	252	186	651	94	150	228	200	130		128	28
i.	Charleston (W. Va.)	3,500	849	588	219	696	82	195	233	228	108		148	36
L.	Charlotte (N. C.)	4,054	780	584	219	787	112	193	275	262	174	29		38
	Chattanooga (Tenn.)	3,890	889	448	288	751	121	242	246	292	143	72	148	44
â.	Chicago (III.)	4,206	935	714	196	844	126	403	329	197	115	39	108	40
U. O.	Cincinnati (Ohio)	3,730 4,239	960 1,148	481 679	181	743	115	399	242	213 255	152	37 46	93 126	34
					1				994	324	-	144	166	46
11.	Columbia (S. C.)	4,105	772	420 . 310	197	1,006	130	210 182	235	207	26	28	124	45
2.	Columbus (Ga.)	2,907 4,062	714 894	596	209	749	120	348	252	267	177	50	86	48
3.	Corpus Christi (Tex.)	4,117	923	417	281	1,033	138	296	240	238	191	50	94	112
4. 5.	Dailes (Tex.)	4,484	866	949	187	863	163	298	209	241	193	23	130	44
6.	Davenport-Rock Island-Moline								-	-	100	38	49	33
	(lowa-III.)	3,958	855	494	182	822	116	385	170	277	118	34	96	35
7.	Dayten (Obio)	3,963	963	523	186	710	142	352 325	193	354	117	78	47	62
a.	Decatur (III.)	4,033	873	539	218 194	867	163	290	106	25.8	177	29	65	42
A.	Denver (Cole.)	3,954 4,397	815 832	603	238	1,023	134	258	244	255	162	45	78	40
	Detroit (Mich.)	4,417	1,022	827	205	1,000	177	339	262	293	172	44	44	38
1.	Dubuque (lews)	4,508	923	729	173	828	74	371	175	228			98	36
8.	Duluth-Superior (MinnWiec.)	3,589	936	383	160	739	90	283	243	227	115	80	88	28
4.	Durham (N. C.)	3,855	728	518	268	737	125	184	225	248	207	39		44
5.	El Pase (Tex.)	4,019	880	611	248	886	145	277	252	202	213	27	73	55
6.	Erle (Pa.)	4,001	1,088	420	244	770	83	265	256	248	174	82	115	33
7.	Evaneville (Ind.)	3,584	791	409	227	864	120	286	356	216	113	25	35	32
8.	Fall River-New Bedford (Mass.)	3,227	963	- 224	211	454	100	225	230	183	124	32	84	30
Ð. D.	Flint (Mich.)	4,548	1,146	372 548	188	1,002	168	285 183	202	407 279	243	74	148	44
										320	100	28	30	31
1.		4,295	907	841	235	822	129	332 254	253 164	248	294	12	98	41
2	Fort Worth (Tex.)	4,119	772	955 290	173 225	789 722	106	278	225	296	250	76	52	37
3.	Freene (Cal.)	3,913 2,886	706	290	177	007	73	88	162	186			1	31
4.	Gelveston (Tex.)	4,010	931	250	274	002	158	406	243	250	301	31	105	41
6. B.	Grand Rapide (Mich.)	4,002	906	493	219	707	183	227	277	315	174	84	23	31
7.			861	528	261	702	106	384	284	292	218	54	24	31
iB.	Greensboro-High Point (N. C.)		886	1,067	297	810	117	183	301	303	115	81		50
B,	Greenville (8. C.)	3,485	752	434	242	792	103	137	188	296	224 216	88	97	31
10.	Hamilton-Middletown (Oblo)	4,100	1,162	278	242	784	104	375	302	296	210	-		
81.	Hampton-Newport News- Warwick (Va.)	3,536	904	358	215	791	111	190	238	200				
82.			865	409	222	703	114	308	296	324	135	89	76	3
6Z. 63.			1,142	521	238	808	145	358	335	300	189	65	146	
84.			958	448	271	831	123	288	278	242	301	25	112	. 5
	Huntington-Ashland (W. VaKy.)		750	363	177	638	90	189	246	175	86	64	108	2

Per Family Sales for 233 Metropolitan County Areas—(Cont'd) Estimates, 1954, for Thirteen Categories

						SM	ESTIMAT	ES RETAI	L SALES-	-1954				
	AREA	Retail Sales	Food	General Mdec.	Furn House- Radio	Auto- motive	Drugs	Eating and Drinking Places	Apparel Stores	Gasolino Service Stations	Lumber Yards and Building Materials	Hard- ware Stores	Liquor Stores (Pack- age)	Jewelry Stores
	Indianapolia (Ind.)	4,278	903	675	235	927	187	304	278	285	97	41	47	60
	Jackson (Mich.)	3,978	996	380	178	798	154	273	215	353	188	117	26	30 50
	Jackson (Miss.)	3,282	576 900	551 384	194	879 819	140	198	265 246	229	142	42	126	45
	Johnstown (Pa.)	3,179	875	522	173	847	53	207	138	200	99	46	74	28
71.	Kalamazoe (Mich.)	3,868	923	305	229	784	160	207	238	338	209	85	40	34
72.	Kaneas City (Mo.)	4,298	834	845	204	820	219	291	251	212	188	24	54	41
73.	Kenosha (Wisc.)	3,997	1,075	235	177	740	102	408	239	218	294	94		20
74.	Knoxville (Tenn.)	3,357	812	471	231	632	110	184	159	246	98	39	1	36
	Lancaster (Pa.)	3,829	803	352	208	715	74	214	175	213	181	46	48	. 33
	Laneing (Mich.)	4,511	1,109	489	182	1,090	140	295	277	163	254	81	29 17	46 34
	Laredo (Tex.)	3,703 4,435	883	545	223	563	177	161	523 398	234	238		219	53
	Lima (Ohio)	3,849	878	456	183	622	84	284	214	272	176	80	88	46
80.	Linceln (Nebr.)	3,850	640	783	153	662	135	221	276	286	174	78	79	28
	Little Rock-North Little Reck (Ark.)	3,800	673	587	169	849	118	189	161	282	146	22	138	39
	Lorain-Elyria (Ohio)	3,856	1,091	275	198	880	109	282	178	255	193	88	99	38
	Los Angeles (Cal.)	3,732	890	415	261	733	132	299	208	282	189	32	100	35
	Louisville (Ky.)	3,534	856	385	184	741	147	309	295	212	104	47	91	63
95. 96.	Lubbeck (Tex.)	4,432 2,908	681 722	343	237 151	1,281	167	131	240	219	409	13	120	37
87.	Madison (Wisc.)	4,078	815	417	189	680	149	384	233	280	273	93	35	30
38.	Manchester (N. H.)	3,681	1,141	228	277	505	79	223	245	185	97		117	28
89.	Memphis (Tenn.)	4,141	782	921	191	925	118	208	254	180	124	26	151	49
90.	Miami (Fia.)	4,353	879	371	275	738	215	529	352	274	225	51	111	40
91.	Milwaukee (Wisc.)	4,342	1,024	675	219	801	116	429	310	218	107	30	58	36
92.	Minneapolie-St. Paul (Minn.)	4,278	901	863	205	781	134	323	239	256	152	47	74	34
93.	Mobile (Ala.)		793	340	157	575	138	190	214	198	79 117	27	106	35 54
94.	Montgomery (Aia.)	3,404	735	399	215	740 861	105	201	177	227			36	50
96.	Nashville (Tenn.)	3,932	861	501	228	879	114	231	299	282	167	38	187	39
97.	New Haven-Waterbury (Conn.)	3,888	1,056	232	238	621	120	337	345	252	143	49	127	43
98.	New Orleans (La.)	3,394	765	491	196	430	137	381	315	176	136	35	50	53
	N. J.)	3,900	1,123	326	281	442	96	459	421	147	80	34	102	37
100.	Nurfolk-Portementh (Vs.)	3,380	844	311	205	581	113	288	290	195	76	76	167	36
	Ogden (Utah)		811	310	248	892	112	237	261	275	*		81	44
102.			884	402	215	896	132	218	217	228	287 175	19	37	36
103.	Oriande (Fla.)	3,951	802	428 422	249	754	130	338 250	248 206	240	134	47	124	37
105.	Peoria (III.)	2.8555	838	453	197	863	85	317	135	229	187	39	24	28
106.	Philadelphia (Pa.)		974	528	217	589	101	347	271	162	98	39	122	28
107.	Phoenix (Ariz.)		791	374	252	758	133	302	173	289	308	10	45	31
108.	Pittsburgh (Pa.)		1,104	576	191	846	102	322	235	218	146	47	134	41
109.	Pittsfield (Mass.)	3,884	1,004	288	184	624	83	257	221	218	116	52	118	28
110.	Pertland (Me.)	4,119	1,206	300	222	663	- 111	208	306	280	135	29		
111.			860	815	185	769	82	267	155	250	149	39	102	38
112.	The state of the s		957	323	198	603	110	290	303	208	1 :		78 63	40
	Pueblo (Cole.)		1,042	521 257	229	798 723	112	263 331	124	237	225	120	41	32
114.	Racine (Wisc.)		713	453	235	840	119	220	290	283	97			39
	Reading (Pa.)	3,844	897	343	257	724	78	288	240	221	106	25	86	27
	Richmond (Va.)	4,246	906	750	272	887	152	282	256	276	46	45	206	41
118.		4,213	980	437	340	745	120	234	411	297		36	165	65
119.	Rochester (N. Y.)	3,984	982	497	281	780	116	313	291	218	135	40	49	33
120.	Reckford (III.)	4,202	1,005	435	261	740	113	384	234	298	363	44	88	44
121.			892	370	289	680	121	357	234	235	194 158	42 83	38 22	38
122. 123.			986 710	360	170	714 611	129 183	260 215	290 227	295 186	101	57	48	22
	St. Louis (Mo.)	3,524	875	454	207	631	112	314	221	222	118	46	52	30
125.			845	651	283	704	131	288	241	201	168	18	88	48
	San Angelo (Tex.)		766	488	223	916	115	212	147	243			101	84
	San Antonio (Tex.)		877	525	204	750	123	263	285	218	228	15	77	49
128.			888	251	172	550	108	279	124	350	275	33	80	21
129. 130.	San Diego (Cai.)		798 944	288	228	618	106	254 394	174	228 219	216 122	32	91 85	29 46
	San Jose (Cal.)		950	409	228	623	110	269	260	286	230	70	44	40
	Savannah (Ga.)		877	369	212	642	106	249	268	277	119	21	92	96
			9 017	900	199	0.40	68	277	289	151	84	17	76	27

^{*} Withheld to avoid disclosure.

Per Family Sales for 233 Metropolitan County Areas-(Cont'd)

Estimates, 1954, for Thirteen Categories

	AREA					SH	ESTIMAT	TES RETAI	L SALES-	-1954				
	ANEA	Retail Sales	Food	General Mides.	Furn- House- Radio	Auto- metive	Drugs	Eating and Drinking Places	Apparel Stores	Gasoline Service Stations	Lumber Yards and Building Materials	Hard- ware Stores	Liquer Stores (Pack- age)	Jaweiry Stores
134.	Seattle (Wash.)	3,002	820	581	175	619	105	305	200	254	103	49	105	46
135.	Shreveport (La.)	3,862	788	338	208	990	116	231	248	100	218	36	96	44
136.	Sloux City (lowa)	4,101	768	829	148	788	130	260	207	212	311	95	58	48
137.	Sieux Falls (S. D.)	4,516	784	673	253	1,154	134	263	271	261			82	42
138.	South Bend (Ind.)	4,177	889	517	265	858	113	295	287	367	285	34	41	33
138.		3,603	727	829	109	804	108	242	170	241	117	31	69	41
140.	Springfield (III.)	3,971	821	408	212	848	133	371	233	288	200	35	34	33
141.	Springfield-Holyoko (Mass.)	3,782	991	312	218	610	123	206	267	225	133		94	29
142.	Springfield (Me.)	3,301	577	386	201	783	111	100	222	214	171	31	* 61	32
143.	Springfield (Ohio)	3,455	820	330	188	828	100	284	175	260	194	27	77	38
144.	Stockton (Cal.)	3,508	831	283	239	719	80	357	222	249	167	49	40	47
145.		3,996	1,016	409	184	633	101	308	284	231	159	37	51	42
146.		2,989	739	301	157	649	82	203	121	189	84	30	68	38
147.		3,366	710	480	187	594	112	284	175	237	195	37	70	31
148.	Torre Haute (Ind.)	3,575	800	882	188	736	110	263	160	224	108	27	16	42
149.	Toledo (Ohio)	4,271	1,038	563	228	910	127	402	231	298	154	37	94	56
180.	Tepeka (Kans.)	3,563	763	412	223	679	106	211	202	278	193	36	96	25
151.	Trenton (N. J.)	4,783	1,177	445	223	816	101	466	396	252	170	31	80	45
152.	Tuceon (Ariz.)	3,491	817	441	237	561	167	237	172	210	320		35	37
153.	Tules (Okla.)	4,037	842	500	238	1,027	130	253	274	283	278	34	1	41
184.	Utica-Rome (N. Y.)	3,882	992	283	194	576	75	320	246	267	115	40	51	35
156.		4,059	901	490	229	975	112	256	200	290	283	17	1	47
186.		4,287	983	520	195	785	181	350	312	238	124	38	242	44
157.	Waterloo (lowa)	4,003	770	454	274	729	104	252	210	267	187	28	76	27
156.	Wheeling-Steubenville (W. VaOhio)	3,121	930	317	188	509	74	274	228	227	165	53	93	40
158.		3,902	732	432	220	905	125	250 -	289	235	233	20	114	82
100.	Wichita Falls. (Tex.)	4,001	702	363	221	1,073	131	235	235	322	221	24	249	58
161.	Wilkes-Barre-Hazelton (Pa.)	3,381	924	389	216	514	65	270	224	163	113	39	75	31
162,	Wilmington (Del.)	4,217	980	444	288	748	101	294	343	318	185	58	148	39
163.		2,988	643	398	198	583	93	171	338	182	134	28		32
164.		3,648	1,053	272	196	551	93	314	278	241	148	56	82	30
186.	York (Pa.)	3,541	883	332	250	630	80	175	189	203	93	17	36	27
166.	Youngstown (Ohio)	3,764	1.017	404	193	717	85	278	242	261	172	99	82	48

Potential Metropolitan County Areas

167.	Abliene (Tex.)	4.812	825	567	218	1,486	131	156	107	319			+ 1	82
168.	Alexandria (La.)	2,488	583	378	185	539	68	128	95	192			60	
189.	Anderson (Ind.)	3.274	779	335	175	697	113	203	182	232	165	42	17	38
170.	Ann Arber (Mich.)	3,991	1.028	241	180	863	179	232	243	342	-224	59	41	- 41
1700	rain raine (mich)	3,001	1,020	441	100	-		1		-	-	-	000	94
171.	Appleton (Wisc.)	4,110	852	425	221	880	84	307	201	281			42	38
172.	Auburn (N. Y.)	3,591	867	199	229	517	70	278	208	228			47	49
173.	Bangor (Me.)	4,130	1,060	419	199	874	94	183	223	305	81	62	135	31
174.	Bakerefield (Cal.)	3,778	949	337	212	742	77	314	151	335	165	24	86	33
175.	Battle Creek (Mich.)	3,975	1,023	332	185	847	152	272	218	345	159	49	38	42
178.	Beilingham (Wash.)	4,306	934	432	200	750	100	294	189	299			77	45
177.	Billings (Mont.)	4,120	755	293	242	950	116	407	324	359	291	234	86	39
178.	Bilaxi-Gulfport (Miss.)	2,868	745	217	189	520	88	292	184	222	167		1	28
178.	Bloomington (III.)	4,221	842	411	193	835	116	295	259	400			33	46
180.	Boloe (Idaho)	3,908	740	531	204	892	102	220	93	296				28
181.	Browneville-Harlingen-													
	McAllen (Tex.)	2,909	704	308	162	826	85	184	132	188	201	56	30	21
182.	Burlington (Vt.)	4,290	1,130	449	274	785	80	231	250	246	246	50	98	34
188.	Butte-Anaconda (Mont.)	3,132	878	280	180	673	66	419	146	163	116	24	138	20
184.	Champaign-Urbana (III.)	3,928	770	412	146	799	134	349	214	302			46	40
186.	Colorado Springo (Colo.)	3,377	744	202	262	555	162	248	209	265			57	35
186.	Cumberland (Md.)	2,708	838	283	171	359	85	206	220	186	76		47	29
187.	Danville (III.)	3,552	782	431	201	860	124	234	189	273	121	63	34	32
188.	Danville (Va.)	3,317	780	561	136	828	99	127	101	235				
188.	Elkhart (Ind.)	3,937	866	290	202	961	125	188	174	326	231	125	12	35
190.	Elmira (N. Y.)	4,149	934	356	243	842	78	340	357	278	204	122	52	40
191.	Eugene (Ors.)	3,476	825	380	208	881	75	213	145	321	170	37		48
192.	Everett (Wash.)	2,962	768	297	118	801	69	193	96	228	153	42	71	21
183.		5,119	822	823	212	1,195	157	420	343	251			61	59

^{*} Withheld to avoid disclosure.

+ Liquer not legalized.

C SM, 1955

20,000 LEAGU UNDER THE SE Walt Dioney's Walt Disney's UNCLE \$CROOGE baseball stars LittleLulu Children's OVER 400,000,000 COPIES EVERY YEAR ... from the world's largest magazine publisher Walt Disneys LOVE AT POCKET Woody THE Woodpecker SHORT



The Dell seal is seen more often than any other on the newsstands of the nation. More than 33,000,000 copies of Dell publications are sold every month... making Dell the largest magazine publisher in the world.

The Dell seal guarantees good reading to the buyer, and an attentive audience to the advertiser. This has been true for more than thirty years.

Listed below are some of the major Dell publications, with particular emphasis on those which will interest you as an advertiser.







DELL MODERN GROUP

These three magazines, with a guarantee of 2,700,000 deliver America's premium young women's market. For manufacturers of beauty, drug, home, fashion or food products this group presents an ideal opportunity to sell women in the 18 to 35 age bracket. Young women with an interest in new products and with above-average family incomes . . . young women who, by and large, can't be reached through other kinds of magazines . . . make up the audience for these favorite screen-romance books.



















DELL COMICS GROUP

These nine titles, based on world-famous characters, guarantee a circulation of 9,000,000. Studies conducted in various sections of the U. S. in the classrooms of public schools with the cooperation of local Boards of Education, show that nine out of ten children aged 6 to 16 read Dell Comics Group. This is a far higher figure than that enjoyed by any national children's television program. Dell Comics Group, with its vast circulation and tremendous pass-on readership is the one medium that delivers the greatest coverage of the children's market today. Naturally, all Dell Comics are enthusiastically endorsed by parents, clergymen and teachers, because they are good comics.





DELL MEN'S GROUP

America's two top-selling true mystery magazines provide the advertiser with an exclusively male audience with above-average incomes. Their editorial content is rated so high that the editors' files contain commendatory letters from Governors, Senators, and such an eminent law enforcement authority as J. Edgar Hoover himself. The stories are the finest kind of true crime reporting, written in fast-moving entertaining fashion. To the manufacturer of men's products Dell Men's Group, with its monthly guarantee of 800,000, provides a concentrated audience of better-buying men at an economical cost per thousand.

DELL PUBLISHING COMPANY, INC., 261 FIFTH AVENUE, NEW YORK 16, NEW YORK

Per Family Sales for 233 Metropolitan County Areas-(Cont'd)

Estimates, 1954, for Thirteen Categories

	AREA					SM	ESTIMAT	TES RETAI	L SALES	-1954			. 1	
		Retail Sales	Food	General Mdee.	Furn House- Radio	Auto- motive	Drugs	Eating and Drinking Places	Apparel Stores	Gasoline Service Stations	Lumber Yards and Building Materials	Hard- ware Stores	Liquer Stores (Pack- age)	Jeweir Storee
	Fayetteville (N. C.)	3,418	733	484	173	728	95	161	192	313	•			21
195.	Fort Lauderdale (Fla.)	4,065	919	233	287	896	156	403	269	285	263	82	113	22
198.	Great Falis (Mont.)	3,954	798	487	229	808	73	407	189	239	236	185	112	20
97.	Hagerstown (Md.)	3,213	885	298	213	542	83	248	216	212			71	28
98.	Hutchinson (Kans.)	4,076	793	515	231	1,069	128	176	171	308	284	205	54	30
96.	Jamestown (N. Y.)	3,619	932	284	163	655	74	248	180	232	132	85	36	30
200.	Joplin (Mo.)	2,995	845	312	127	796	84	173	121	253			120	20
01.	La Crosse (Wisc.)	4,194	1,028	526	214	880	88	415	237	278			32	41
02.	Lafayette (Ind.)	3,816	852	384	189	631	151	300	256	267			28	40
03.	Lake Charles (La.)	3,237	726	354	142	755	75	208	137	251	314	45	72	32
04.	man collect Areas of the contract of the collect of	3,775	801	354	169	947	133	482	147	377	273	17	99	35
96.	Lewiston-Auburn (Me.)	3,952	1,156	375	205	892	90	174	250	290	147		80	40
96.	Lynchburg (Va.)	4,189	833	884	202	803	163	222	100	252			83	20
07.	Mansfield (Ohio)	3,878	335	485	214	724	85	336	184	316			84	43
.80	Monroe-West Monroe (La.)	3,815	647	389	288	1,168	104	209	298	223				
09.	Muskegon (Mich.)	3,742	1,110	404	182	706	135	261	152	333	184	45	42	39
10.	Newark (Ohio)	3,381	842	202	138	500	70	232	140	323	158	185	93	32
11.		3,857	1,038	176	179	576	98	251	219	279	215	51	117	24
12.		3,446	976	288	248	816	74	191	222	243	158	95	80	51
13.		3,774	964	262	186	786	89	330	180	239	197	42	31	24
14.		2,952	625	364	143	778	113	188	214	154	127	50	63	31
15.		2,995	755	267	126	767	94	249	201	191	76	78	51	50
16,		3,640	1,007	287	147	736	102	258	181	318	288	111	34	30
17.		3,266	854	382	191	629	82	246	174	262			79	24
	Beacon (N. Y.)	4.433	1.314	324	203	716	101	385	261	273	232	72	61	35
19.		3,342	737	377	130	822	95	315	143	243	219	170	14	30
20.	Runa (Nev.)	5,072	862	489	297	1,041	343	615	304	335			22	67
21.	Richmond (Ind.)	3.945	821	352	218	859	118	238	255	301			38	56
22.		3.918	796	413	242	996	94	215	173	290	164	83		35
23.		4,346	963	184	258	784	140	321	305	333	219	148	108	31
24.		3.754	789	592	156	623	78	323	130	234	232	104		28
25.		3,185	740	389	205 .	711	75	125	290	246	141	46	96	18
26.		3,200	779	330	141	620	92	188	208	307				
27.		3,642	725	381	234	1.056	128	108	209	245				43
28.	Watertown (N. Y.)	3,932	891	300	181	737	100	293	201	250	138	53	47	29
29.		4,085	: 877	260	285	830	134	394	338	262	287		128	43
30.	Wilmington (N. C.)	3,726	890	334	185	700	124	208	240	301				46
31.	Williamsport (Pa.)	3,384	961	337	188	845	81	249	262	249	91	39	47	26
32.		3,490	814	332	161	786	97	197	105	273	145	86	55	23
33.	Zaneeville (Ohe)	3,001	679	241	192	626	87	231	157	246			54	36

* Withheld to avoid disclosure.

+ Liquer not legalized.

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BOTH SIDES OF THE TABLE TALK THE SAME LANGUAGE

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*, with few exceptions. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

Population Ranking of Metropolitan County Areas Estimates, 1/1/55, for POPULATION in Descending Order

ode ium-	CITY and STATE	POPULA- TION 1/1/58 (thousands)	Flank in Group	Gode Num- ber	CITY and STATE	POPULA- TION 1/1/56 (thomanie)	Rank in Group	Code Num- ber	CITY and STATE	POPULA- TION 1/1/55 (thousands)	Ran in Gro
90.	New York-N. E. New Jorsey			70.	Johnstown (Pa.)	201.1	76	55.	Gaiveston (Tex.)	129.9	153
.	(N. YN. J.)	13,808.1	1	153.	Tulea (Okla.)	278.4	77	80.	Lincoln (Nebr.)	128.3	154
28.	Chicago (III.)	5,860.5	2	106.	Peoria (III.)	272.6	78	160.	Wichita Falls (Tex.)	122.6	156
13.	Los Angeles (Cai.)	5,379.8	3	93.	Mobile (Ala.)	267.4	79	150. 143.	Topeka (Kane.)	121.8	156
41.	Detroit (Mich.)	3,399.6	5	40.	(MinnWisc.)	262.2	80	184.	Champaign-Urbana (III.)	120.1	150
18.	Boston (Mass.)	3,027.4	8		(14111111-44100-)	202.2	00	67.	Jackson (Mich.)	118.6	159
10.	San Francisco-Oakland (Cal.)		7	116.	Reading (Pa.)	258.6	81	114.	Racine (Wisc.)	117.6	100
18.	Pittsburgh (Pa.)	2,262.3	7 8	27.	Chattanooga (Tenn.)	255.1	82				1
4.	St. Louis (Mo.)	1,823.4		88.	Huntington-Ashland	1000		194.	Fayetteville (N. G.)	116.7	161
6.	Washington (D. C.)	1,705.3	10		(W.(VaKy.)	255.0	83	178.	Biloxi-Gulfport (Miss.)	115.7	162
	01-1-4 (011-)		44	181.	Trenton (N. J.)	253.5	84	6.	Amarillo (Tex.)	114.7	163
2.	Cleveland (Ohio)	1,572.5	11 12	174.	Bakerafield (Cal.)	252.7 251.9	86 86	203. 136.	Lake Charles (La.)	114.8	10
2.	Minneapolie-St. Paul (Minn.)		13	36.	Davenport-Rock Island-	201.0		169.	Anderson (Ind.)	113.3	18
1.	Buffalo (N. V.	1,161.2	14		Moline (lowa-III.)	280.2	87	142.	Springfield (Mo.)	111.4	167
4.	Houston (Tex.),,	1,012.0	18	48.	El Paso (Tex.)	248.0	88	200.	Joplin (Mo.)	110.7	18
9.	Cincinnati (Ohio)	963.6	16	139.	Spokane (Wash.)	244.8	89	23.	Cedar Rapids (Iowa)	110.5	101
1.	Milwaukee (Winc.)	915.8	17	10.	Augusta (Ga.)	244.2	90	44.	Durham (N. C.)	109.9	170
2.	Kaneas City (Mo.)	913.4	18							***	
8.	New Orleans (La.)	782.7	19	75.	Lancaster (Pa.)	242.0	91	188.	Danville (Va.)	100.8	17
и.	Seattle (Wash.)	782.5	20	135.	Shreveport (La.) Des Moines (Iowa)	241.2 236.8	92 93	148.	Terre Haute (Ind.)	109.7 109.3	17
8.	Atlanta (Ga.)	781.1	21	144.	Stockton (Cal.)	233.8	94	173.	Bangor (Me.)	109.0	17
1.	Portland (Ore.)	760.7	22	46.	Erie (Pa.)	233.4	95	38.	Decatur (II).)	108.8	17
15.	Dallas (Tex.)	751.3	23	138.	South Bend (Ind.)	232.0	96	212.	New Castle (Pa.)	107.7	17
9.	San Diego (Gal.)	737.1	24	26.	Charlotte (N. C.)	219.2	97	222.	Salem (Ore.)	107.7	17
10.	Miami (Fla.)	712.7	28	15.	Beaument-Port Arthur (Tex.)	218.9	98	78.	Lexington (Ky.)	107.6	17
2.	Providence-Pawtucket (R. I.)		26	81.	Little Rock-North Little		-	223.	Santa Barbara (Cal.)	106.1	17
e.	Denver (Colo)	877.0	27		Rock (Ark.)	216.5	99	57.	Green Bay (Wisc.)	105.8	18
6.	Louisville (Ky.)	638.8 613.6	28	165.	York (Pa.)	212.3	100	231.	Williamsport (Pa.)	103.9	18
7.	Birmingham (Ala.)	606.8	30	34.	Corpus Christi (Tex.)	211.5	101	168.	Alexandria (La.)	103.8	10
	owningnam (Aus.)	000.0	-	152.	Tucson (Ariz.)	210.5	102	54.	Gadaden (Ala.)	102.9	18
8.	Hartford-New Britain (Conn.)	894.1	31	58.	Greensboro-High Point	210.0		226.	Texarkana (Ark.)	102.6	18
8.	San Bernardino (Cal.)	595.9	32		(N. C.)	210.3	103	113.	Pueblo (Cole.)	102.2	18
7.	New Haven-Waterbury			13.	Baton Rouge (La.)	210.6	104	216.	Port Huron (Mich.)	101.1	16
	(Genn.)	591.2	33	20.	Brockton (Mass.)	204.6	106	207.	Mansfield (Ohio)	100.2	18
4.	Worcester (Mass.)	674.1	34	51.	Fort Wayne (Ind.)	283.7	106	123.	St. Joseph (Ms.)	100.1	18
9.	Bridgeport-Stamford-			76.	Lansing (Mich.)	196.7	107	96.	Muncio (Ind.)	99.9	18
16.	Norwalk (Conn.)	562.9	35	16.	Binghamton (N. Y.)	194.4	108	217.	Portsmouth (Ohio)	8.80	19
13.	Youngstown (Ohio)	562.8 551.3	36	32.	Columbus (Ga.)	186.9 185.8	100	213.	Oshkosh (Wisc.)	95.8	19
27.	San Antonio (Tex.)	549.2	38	0.	Attoutperque (re. mr.)	100.0	110	14.	Bay City (Mich.)	96.7	19
2.	Albany-Schenoctady-Troy	010.0	-	87.	Madison (Wisc.)	181.0	111	101.	Ogden (Utah)	96.6	19
	(N. Y.)	841.7	30	50.	Greenville (S. C.)	181.8	112	79.	Lima (Ohio)	95.8	19
10.	Memphis (Tenn.)	824.7	40	11.	Austin (Tex.)	181.6	113	185.	Colorado Springs (Colo.)	93.6	19
			1	24.	Charleston (S. C.)	181.4	114	190.	Elmira (N. Y.)	93.4	19
0.	Nerfolk-Portsmouth (Va.)	521.7	41	47.	Evansville (Ind.)	178.9	115	188.	Cumberland (Md.)	93.3 92.0	19
17.	Tampa-St. Petereburg (Fla.). Rechester (N. Y.)	517.3 516.7	42	61.	Hampton-Newport News- Warwick (Va.)	178.0	118	187.	Eikhart (Ind.)	90.0	11
7.	Dayten (Ohio)	811.1	44	110.	Portland (Me.)	171.4	117	171.	Appleton (Wist.)	87.8	26
1.	Springfield-Helyeke (Mass.).	487.1	45	120.	Rockford (III.)	168.3	118		replication (versely)		1
2.	Fort Worth (Tex.)	486.5	46	122.	Saginaw (Mich.)	167.0	119	228.	Watertown (N. Y.)	86.6	2
7.	Phoenix (Ariz.)		47	82.	Lorain-Elyria (Ohio)	184.1	120	202.	Lafayette (Ind.)	84.8	21
4.	Allentown-Bethiehem-	1	1				1	208.	Monroe-West Monroe (La.).	84.7	2
	Easton (Pa.)	449.8	48	31.	Columbia (S. C.)	183.3	121	197.	Hagerstown (Md.)	84.6	2
1.	Akren (Ohie)	446.1	40	60.	Hamilton-Middletown	163.0	122	205.	Lewiston-Auburn (Me.)	84.2	21
0.	Tolede (Ohie)	423.4	50	163.	Winston-Salem (N. C.)	162.4	123	214.	Paducah (Ky.)	84.0	21
8.	Fall River-New Bedford			132.	Manchester (N. H.)	161.5 161.3	124 125	204.	Las Vegas (Nev.)	81.8	2
-	(Mass.)	398.5	51	211.	New London-Norwich (Conn.)		128	206.	Lynchburg (Va.)	81.7	2
3.	Omaha (Nebr.)	391.2	82	68.	Jackson (Miss.)	159.8	127	73.	Konosha (Wisc.)		2
1.	San Jose (Cal.)	383.4	53	225.	Spartanburg (S. C.)	156.5	128			1	
1.	Wilkee-Barre-Hazelton (Pa.)	377.7	54	104.	Orlando (Fla.)	155.1	129	233.	Zanesville (Ohie)		2
9.	Jacksonville (Fla.)	374.0	55	115.	Raleigh (N. C.)	162.7	130	179.	Bloomington (III.)		2
5.	Syracues (N. Y')	370.7	56			455.0	101	227.	Tyler (Tex.)	78.4 75.3	2
7.	Oklahema City (Okla.)	367.8	57	170.	Ann Arbor (Mich)		131	210.	Dubuque (lowa)	75.0	2
1.	Richmond (Va.)		58	94.	Montgomery (Ala.) Macon (Ga.)	151.5 149.7	132	137.	Sieux Falls (S. D.)		2
4.	Knexville (Tenn.)	354.7	88	191.	Eugene (Ore.)	148.9	134	221.	Richmond (Ind.)		2
	- Land Committee	-	00	195.	Fort Lauderdale (Fla.)		138	172.	Auburn (N. Y.)		2
1.	Brownsville-Harlingen-			220.	West Paim Beach (Fla.)		136	201.	La Grosse (Wisc.)	71.9	2
	McAllen (Tex.)	253.8	61	232.	Yakima (Wash.)	144.7	137	167.	Abilene (Tex.)	71.8	2
				118.	Roanoke (Va.)	144.1	138				-
8.	Witeeling-Stephenville		1	215.	Pensacola (Fla.)		139	230.	Wilmington (N. C.)		2
	(W. VaOhio)	. 352.2	82	71.	Kalamazee (Mich.)	142.3	140	183.	Butte-Anaconda (Mont.)		2 2
6.	Nashville (Tenn.) Charlesten (W. Va.)	340.5	63	100	Inmedian (N M)	141.8	141	126.	San Angele (Tex.) Quincy (III.)		2
18.	Grand Rapids (Mich.)	320.8	64	199.	Jamestown (N. Y.) Lubbock (Tex.)	141.8	142	182.	Burlington (Vt.)		2
2.	Harrieburg (Pa.)		86	9.	Atlantic City (N. J.)	140.8	143	50.	Fort Smith (Ark.)		2
3.	Fresno (Cal.)	. 308.1	67	155.	Waco (Tex.)	140.0	144	176.	Beilingham (Wash.)	66.9	2
2.	Canton (Ohlo)	307.6	88	140.	Springfield (III.)	138.6	148	177.	Billings (Mont.)	66.2	2
19.	Flint (Mich.)	. 306.5	69	5.	Altoona (Pa.)	138.0	146	77.	Laredo (Tex.)	63.3	2
12.	Wilmington (Del.)	. 306,2	70	109.	Pittsfield (Mass.)	137.6	147	193.	Fargo (N. D.)	63.0	2
5.	Salt Lake City (Utah)	. 305.3	71	200.	Muskegon (Mich.)	137.3	148	220.	Reno (Nev.)	62.5	2
8.	Tacoma (Wash.)	. 304.6	72	180.	Boise (Idaho)		149	196.	Great Falls (Mont.)		2
8.	Paughkeapele-Newburgh- Beacon (N° Y.)	296.8	-	175.	Battle Creek (Mich.)	135.3	150	198.	Hutchinson (Kans.)	1 30.1	2
14.	Utica-Rome (N° Y.)		73 74	192.	Everett (Wash.)	130.6	151		Total Above Metropolitan Areas	102,090.1	

Take a Look at GREENSBORO

- . . that has over a million people within a 50-mile radius!"
- . . that "is one of the most important distribution centers in the South"!"
- . . that "has a greater population within a 50-mile radius than any other Southeastern city!"

Take a Look at the GREENSBORO METROPOLITAN COUNTY AREA...

- . . which leads in more major Sales Classifications than any other Metropolitan County Area in the Carolinas!
- which has gained in more major Sales Classifications in 1954 over 1948, than any other Metropolitan County Area in the Carolinas!

This is the Story of the GREENSBORO Metropolitan County Area...

- best market in the Nation's Retail Sales!
 (or 17 places better than its family ranking of 109th in the Nation).
- best market in the South's Retail Sales!
 (or 6 places better than its family ranking of 20th in the South).

*U. S. Census of Population, 1950. **Federal Reserve Bank of Richmond Monthly Review, June 1950. Other sources: Seles Management Survey of Buying Power 1955, and U. S. Census of Business, 1948.

OVER 100,000 CIRCULATION DAILY OVER 400,000 READERS DAILY

Greensboro News and Record

GREENSBORO, NORTH CAROLINA Represented Nationally by Jann & Kelley, Inc.



Families Ranking of Metropolitan County Areas Estimates, 1/1/55, for Number of FAMILIES in Descending Order

Code Num- her	CITY and STATE	FAMILIES 1/1/55 (thousands)	Flank in Group	Code Num- ber	CITY and STATE	FAMILIES 1/1/88 (thousands)	Rank in Group	Code Num- ber	CITY and STATE	FAMILIES 1/1/85 (thousands)	Flank in Greu
90.	New York-N. E. New Jersey			218.	Poughkeepsie-Newburgh-			216.	Pensacola (Fla.)	38.1	153
83.	(N. YN. J.)	4,237.3	1 2	49	Beacon (N. Y.) Duluth-Superior	83.8	76	115. 200.	Raleigh (N. C.)	37.5 37.0	154
28.	Chicago (III.)	1,858.0	3	43.	(Minn,-Wisc.)	80.6	78	142.	Springfield (Me.)	36.9	186
08.	Philadelphia (Pa.)	1,137.7	4 8	130.	Spokane (Wash.)	80.0	79	143.	Springfield (Ohio)	36.5	157
41. 18.	Detroit (Mich.)	975.2		70.	Johnstown (Pa.)	78.5	80	148.	Terre Haute (Ind.)	35.8	150
30.	Boston (Mass.)	873.5 857.0	7	36.	Davenport-Reck Island-	- Other	1100	6. 138.	Amarillo (Tex.)	35.6 35.6	159
08.	Pittsburgh (Pa.)	649.6	8		Moline (lowa-III.)	78.8	81	1001	once only (none)		100
24.	St. Louis (Mo.)	561.7	9	40.	Des Moines (lowa)	76.7	82	169.	Anderson (Ind.)	35.6	159
86.	Washington (D. C.)	484.8	10	116.	Reading (Pa.)	78.7 75.1	82 84	23.	Cedar Rapids (Iewa)	35.4 35.1	162
30.	Cleveland (Ohio)	473.7	11	83.	Mobile (Ala.)	74.0	85	7.	Ashoville (N. C.)	34.9	184
12.	Baltimore (Md.)	412.8	12	27.	Chattanooga (Tonn.)	73.2	86	38.	Decatur (III.)	34.8	165
92.	Minnoapolis-St. Paul (Minn.) Buffalo (N. Y.)		13	133.	Scranton (Pa.)	72.7	87	67. 223.	Jackson (Mich.)	34.7	166
29.	Cincinnati (Ohio)	342.1 307.0	15	. 00.	(W. VaKy.)	70.7	88	167.	Waterloo (lowa)	33.3	188
64.	Houston (Tex.)	302.6	16	144.	Stockton (Cal.)	70.5	88	100.	Wichita Falls (Tex.)	32.7	169
72.	Kansas City (Mo.)	301.0	17	136.	Shreveport (La.)	89.8	90	222.	Salem (Ore.)	32.6	170
34.	Milwaukee (Wisc.)	273.2 265.8	19	78.	Lancaster (Pa.)	89.3	91	203.	Lake Charles (La.)	32.4	171
111.	Portland (Ore.)	266.6	20	138.	South Bend (Ind.)	89.6	92	184.	Champaign-Urbana (III.)	31.8	172
29.			04	151.	Trenton (N. J.)	68.0	93	123.	St. Joseph (Mo.)	31.7	173
36.	San Diego (Cal.)	242.5 230.5	21 22	46. 10.	Erie (Pa.)	67.9 65.2	94 96	231. 95.	Williamsport (Pa.)	31.4	174
98.	New Orleans (La.)	228.8	23	81.	Little Rock-North Little			212.	New Castle (Pa.)	31.1	176
90.	Miami (Fla.)	219.6	24	10.3	Flock (Ark.)	65.1	96	78.	Lexington (Ky.)	30.9	177
8.	Atlanta (Ga.)	218.6 215.2	25 26	15. 165.	Beaumont-Port Arthur (Tex.) York (Pa.)	64.1 63.6	97	185. 178.	Golerado Springs (Cole.) Biloxi-Gulfport (Miss.)	30.7	178
12.	Providence-Pawtucket (R. I.)	200.8	27	51.	Fort Wayne (Ind.)	83.2	99	216.	Port Huron (Mich.)	30.1	180
66,	Indianapolia (Ind.)	194.0	28	20.	Brockton (Mass.)	82.8	100				
28. 84.	San Bernardine (Cal.) Louisville (Ky.)	192.2 192.1	29	152.	Tucson (Ariz.)	00.4	101	226.	Texarkana (Ark.)	29.9	181
	Soutovillo (Nys)	102.1	-	48,	El Paso (Tex.)	60.1	102	173.	Bangor (Me.)	29.2	183
63.	Hartford-New Britain (Conn.)	175.5	31	28.	Charlotte (N. C.)	58.9	103	113.	Pueblo (Colo)	29.0	184
97.	New Haven-Waterbury	174.2	32	13.	Baton Rouge (La.)	58.5	104	57. 78.	Green Bay (Wisc.)	28.9 28.9	185
17.	(Conn.)	171.7	33	16. 78.	Binghamton (N. Y.) Lansing (Mich.)	87.9	106	189.	Lima (Ohio)	28.8	187
2.	Albany-Schenectady-Trey	8816	1	34.	Corpus Christi (Tex.)	56.4	107	217.	Portsmouth (Ohio)	28.8	187
164.	(N. Y.) Worcester (Mass.)	170.0	34	47.	Evansville (Ind.)	55.6	108	187.	Danville (III.)	28.7	189
19.	Bridgeport-Stamford-	105,8	35	58. 120.	Greensboro-High Point (N.C.) Rockford (III.)	55.3 53.2	100	190.	Elmira (N. Y.)	28.7	189
-70	Norwalk (Conn.)	105.0	38	140.	violation (im)	50.2	1	213.	Oshkosh (Wisc.)	28.6	191
33.	Tampa-St. Peteraburg (Fla.).	164.8	37	3.	Albuquerque (N. M.)	52.1	111	44.	Durham (N. C.)	28.5	192
19.	Rochester (N. Y.)	163.7 160.1	30	87. 110.	Madison (Wisc.)	51.4 50.6	112	54. 168.	Gadsden (Ala.)	28.1 28.0	193
66.	Youngstown (Ohio)	159.6	40	59.	Greenville (S. C.)	50.0	114	101.	Ogden (Utah)	27.8	195
37.	B (011-)			24.	Charleston (S. C.)	49.6	118	14.	Bay City (Mich.)	27.7	196
80.	Memphis (Tenn.)	151.0 149.5	41	88. 122.	Manchester (N. H	48.3 48.2	116	188.	Danville (Va.)	27.2 26.8	197
52.	Fort Worth (Tex.)	148.2	43	11.	Austin (Tox.)	48.1	118	214.	Paducah (Ky.)		199
127.	San Antonio (Tex.)	144.7	44	82.	Lerain-Elyria (Ohio)	47.6	119	228.	Watertown (N. Y.)	26.4	200
100.	Norfolk-Portsmouth (Va.) Springfield-Holyoke (Mase.).	143.6 140.4	46	132.	Savannah (Ga.)	47.5	120	204.	Las Vegas (Nev.)	25.9	201
1.	Akron (Ohio)	133.8	47	104.	Orlando (Fla.)	47.3	121	224.	Sheboygan (Wisc.)	25.1	202
107.	Phoenix (Ariz.)	133.2	48	32.	Columbus (Ga.)	47.1	122	73.	Kenosha (Wisc.)	24.6	203
4.	Allentown-Bethlehem- Easten (Pa.)	130.3	49	191.	Eugene (Ore.)	46.8 46.8	123 123	208.	Monroe-West Monroe (La.). Appleton (Wisc.)	24.5	204
148.	Tolede (Ohie)	129.1	60	80.	Hamilton-Middletown (Ohio)		125	179.	Bloomington (III.)	24.3	200
40				190.	Jamestown (N. Y.)	46.2	126	205.	Lewiston-Auburn (Me.)	24.3	206
48.	Fail River-New Bedford (Mass.)	120.7	51	229. 195.	West Paim Beach (Fla.) Fort Lauderdale (Fla.)	46.0 45.9	127	197.	Hagerstewn (Md.) Butte-Anaconda (Mont.)	24.1	200
103.	Omaha (Nebr.)	119.4	52	61.	Hampton-Newport News-	40.0	120	194.	Fayetteville (N. C.)	23.9	206
131.	San Jose (Cal.)	118.0	53	11.00	Warwick (Va.)	45.8	129	202.	Lafayette (Ind.)	23.8	211
102.	Okiahoma City (Okia.) Sacramento (Cal.)		55	140.	Springfield (11)	45.0	130	233.	Zanesville (Ohio)	23.8	211
145.	Syracuse (N. Y.)	110.3	56	232.	Yakima (Wash.)	44.8	131	137.	Sioux Falls (S. D.)	23.2	214
161.	Wilkee-Barre-Hazelton (Pa.)	105.9	57	163.	Winston-Salem (N. C.)	44.3	132	221.	Richmond (Ind.)	22.6	215
69, 158,	Jacksonville (Fla.)	105.5	58	9.	Atlantic City (N. J.)	44.0	133	176.	Bellingham (Wash.)	22.3	216
100.	(W. VsOhio)	101.3	50	192,	Jackson (Miss.)	43.8 43.5	134	227. 177.	Tyler (Tex.)	22.1	217
117.	Richmond (Va.)	99.3	60	71.	Kalamazoo (Mich.)	42.6	138	219.	Quincy (III.)	21.7	219
00	North III - Mann			94.	Montgomery (Ala.)	42.5	137	206.	Lynchburg (Va.)	21.5	220
96. 56.	Nashville (Tenn.)		61	31.	Macon (Ga.)	42.4	138	172.	Auburn (N. Y.)	21.3	221
159.	Wichita (Kana.)	96.0	63	180.	Bolse (Idaho)	41.8	130	167.	Abilene (Tex.)	20.0	222
74.	Knexville (Tenn.)	95.8	64					50.	Fort Smith (Ark.)	20.8	223
53.	Freano (Cal.)	91.6	85	100.	Pittsfield (Mass.)		141	201.	Rono (Nev.)		224
148.	Tacoma (Wash.)	80.0	87	225.	Spartanburg (S. C.)	40.9	143	126.	San Angelo (Tex.)	20.0	220
22.	Canton (Ohio)	90.3	88	80.	Lincoln (Nebr.)	40.8	144	42.	Dubuque (lowa)	20.1	227
49.	Flint (Mich.)		88 88 70	200.	Muekegon (Mich.)	40.8	144	230. 196.	Wilmington (N. C.)		221
183.	Tules (Okia.)		71	170.	Ann Arbor (Mich.)		146	198.	Hutchinson (Kans.)	18.5	23
102.	Wilmington (Del.)	. 88.1	72	150.	Topeka (Kana.)	39.7	148	10.00	A STATE OF THE STA		
184.	Utica-Rome (N. Y.)		71 72 73 74	175.	Battle Creek (Mich.)	39.6	149	182.	Farge (N. D.)		231
106.	Charleston (W. Va.) Peoria (III.)		75	85.	Lubbock (Tex.)		150	193.			231
	Browneville-Harlingen-			118.	Reaneke (Va.)	39.5	180	-	700000000000000000000000000000000000000		

CAROLINAS!

| ST | SOUTH!

PER FAMILY RETAIL SALES Come Easier in the Growing

GREENSBORO

Metropolitan County Market

RANKS 109TH IN U. S. FAMILIES!

RANKS 85th IN U. S. PER FAMILY INCOME!

RANKS 92nd IN U. S. RETAIL SALES!

RANKS (10th) IN U. S. PER FAMILY SALES!

... AND 1st IN THE SOUTH IN PER FAMILY SALES!

PER FAMILY RETAIL SALES RANK

IN THE NATION

- I Fargo, North Dakota
- 2 Reno, Nevada
- 3 Atlantic City, N. J.
- 4 Trenton, N. J.
- 5 Cedar Rapids, Iowa
- 6 Amarillo, Texas 7 Abilene, Texas
- 8 Dubuque, Iowa
- 9 Flint, Michigan 10 GREENSBORO, N. C.

IN THE CAROLINAS

	IN THE CAROLII	NAS
Care	olinas	U. S.
	ank	Rank
- 1	GREENSBORO, N. C.	10
	Columbia, S. C.	52
3	Charlotte, N. C.	65
	Durham, N. C.	107
	Raleigh, N. C.	121
6	Greenville, S. C.	177
	Asheville, N. C.	207
8	Spartanburg, S. C.	209
9	Winston-Salem, N. C.	223
10	Charleston, S. C.	225

Il Figures from Sales Management Survey of Buying Power, 1955

OVER 100,000 CIRCULATION DAILY!
OVER 400,000 READERS DAILY!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA
Represented Nationally by Jane & Kelley, Inc.



Dollar Volume Ranking of Metropolitan County Areas Estimates, 1954, for TOTAL RETAIL SALES in Descending Order

Cede Num- ber	CITY and STATE	TOTAL RETAIL BALES (add 000)	Rank in Group	Gode Num- ber	CITY and STATE	TOTAL RETAIL SALES (add 000)	Rank in Group	Cede Num- ber	CITY and STATE	TOTAL RETAIL SALES (add 800)	Rank in Grou
90.	New York-N. E. New Jersey			28.	Charleston (W. Va.)	300,967	77	78.	Lexington (Ky.)	137,036	155
	(N. YN. J.)	16,524,975	1	116.	Reading (Pa.)	294,816	78	32.	Columbus (Ga.)	136,915	156
28.	Chicago (III.)	7,562,964	3	108.	Peoria (III.)	292,677	79	157.	Waterloo (lowa)	133,316	157 158
6.	Los Angeles (Cal.)	6,934,615 4,370,113	4	139.	Spokane (Wash.)	288,232	80	5. 163.	Altoona (Pa.)	132,681 132,390	159
11.	Detroit (Mich.)	4,307,783	8	138.	South Bend (Ind.)	288,214	81	160.	Wichita Falls (Tex.)	130,843	100
18.	Boston (Mass.)	3,285,203	6	43.	Duluth-Superior						
0.	San Francisco-Oakland (Cal.)		7		(Minn,-Wisc,)	286,853	82	225.	Spartanburg (S. C.)	130,280	161
18.	Pittaburgh (Pa.)	2,518,905		27.	Chattanooga (Tenn.)	284,731	83	192.	Everett (Wash.)	129,733	162 163
18.	Washington (D, C.)	2,068,417 2,007,787	10	174.	Bakerafield (Cal.)	283,740 277,780	86	148.	Terre Haute (Ind.)	127,988 127,731	164
	Olevelana (Olio)	2,007,707	10	146.	Erie (Pa.)	271,723	86	143.	Springfield (Ohio)	126,115	188
M.	St. Louis (Me.)	1,979,847	11	51.	Fort Wayne (Ind.)	265,778	87	184.	Champaign-Urbana (III.)	124,910	186
12.	Minneapelis-St. Paul (Minn.)		12	75.	Lancaster (Pa.)	265,371	86	86.	Масоп (Ga.)	123,313	167
12.	Baltimore (Md.)	1,540,640	13	76.	Lansing (Mich.)	261,175 260,232	89	142.	Springfield (Mo.)	121,790 120,602	188
2.	Buffalo (N. Y.)		15	15.	Beaumont-Port Arthur (Tex.)	200,232	90	173.	Bangor (Me.)	119,075	178
14.	Houston (Tex.)	1,190,361	16	144.	Stockton (Cal.)	253,624	91				1
11.	Milwaukee (Wisc.)	1,186,131	17	58.	Greensboro-High Point			57.	Green Bay (Wisc.)	118,317	171
9.	Cincinnati (Ohio)		18		(N. C.)	251,503	92	160.	Anderson (Ind.)	116,541	172
18.	Dallas (Tex.)	1,033,463	19	181,	Brownsville-Harlingen-	000 404	- 02	207.	Mansfield (Ohio)	115,190	173 174
1.	Portland (Ore.)	965,670	20	70.	McAllen (Tex.)	250,494 249,522	93	215. 189.	Peneacola (Fla.)	114,096	175
14.	Seattle (Wash.)	987,316	21	135.	Shreveport (La.)	247,909	95	7.	Asheville (N. C.)	111,825	176
10.	Miami (Fla.)	955,923	22	45.	El Paso (Tex.)	241,551	98	79.	Lima (Ohio)	111,238	177
8.	Atlanta (Ga.)	888,692	23	28.	Charlotte (N. C.)	238,800	97	200.	Jeplin (Mo.)	110,817	178
10.	Denver (Colo.)		24	34.	Corpus Christi (Tex.)	232,223	98	44.	Durham (N. C.)	109,865	179
20.	Indianapolis (Ind.)	829,504 798,689	26	133.	Scranton (Pa.)	229,044	99	216,	Port Huron (Mich.)	109,562	180
13.	San Diego (Cal.)		27	01.	Rock (Ark.)	227,848	100	213.	Oshkosh (Wisc.)	107,925	181
98.	New Orleans (La.)	778,560	28		THURS (MINO)	201,010	100	212.	New Castle (Pa.)	107,238	182
12.	Providence-Pawtucket (R. 1.)	751,200	29	165.	York (Pa.)	225,235	181	231.	Williamsport (Pa.)	106,273	183
2.	Albany-Schenectady-Troy			120.	Rockford (III.)	223,549	102	203.	Lake Charles (La.)	104,885	184
	(N. Y.)	700,518	30	16.	Binghamton (N. Y.)	222,151	103	137.	Sioux Falls (S. D.)	104,772	185
19.	Bridgsport-Stamford-	1 - 0 - 0		93.	Mobile (Ala.)	221,964	104	220.	Reno (Nev.)	103,813	187
	Norwalk (Conn.)	699,390	31		(W. VaKy.)	217,624	105	185.	Colorada Springs (Colo.)	103,673	188
84.	Louisville (Ky.)		12	20.	Brockton (Mass.)	215,803	106	101.	Ogden (Utah)	103,550	189
17.	New Haven-Waterbury		-	9.	Atlantic City (N. J.)	214,415	107	14.	Bay City (Mich.)	103,259	190
33.	(Conn.)	677,276	33	152.	Tuceon (Ariz.)	210,857	100	170	Bloomington (III.)	102,559	101
28.	San Bernardino (Cal.)	663,300 647,640	35	110.	Madison (Wisc.)	209,587 208,429	100	170.	Pueblo (Colo.)	102,410	192
19.	Rochester (N. Y.)	634,669	36	110.	Portined (Nes.)	200,420	110	95.	Muncio (Ind.)	102,193	193
80.	Memphis (Tenn.)	619,118	37	47.	Evaneville (Ind.)	199,246	111	187.	Danville (III.)	101,955	194
12.	Fort Worth (Tex.)	610,477	38	60.	Hamilton-Middletown (Ohio)	194,710	112	123.	St. Joseph (Mo.)	100,788	196
14.	Wercester (Mass.)	608,509	39	11.	Austin (Tex.)	193,792	113	171.	Appleton (Wisc.)	100,294	196
06.	Youngstown (Ohlo)	000,746	40	229.	Albuquerque (N. M.)	189,230 187,913	114	73. 176.	Kenceha (Wisc.)	98,330	197
37.	Dayton (Oblo)	806,922	41	195.	Fort Lauderdale (Fig.)	188,565	116	204.	Las Vegas (Nev.)	97,761	199
17.	Birmingham (Ala.)	583,146	42	122.	Saginaw (Mich.)	184,339	117	167.	Abilene (Tex.)	96,309	200
27.	San Antonie (Tex.)	554,383	43	82.	Lorain-Elyria (Ohio)	183,542	118		P1 P		
47. 49.	Tampa-St. Petersburg (Fla.)		44 45	140.	Springfield (III.)	178,677	119	205.	Lawiston-Auburn (Me.) Texarkana (Ark.)	96,038	201
41.	Toledo (Ohio)	551,358 531,011	46	88.	Manchester (N. H.)	177,798	120	224.	Sheboygan (Wisc.)	95,678 94,350	203
1.	Akron (Ohio)		47	85.	Lubbock (Tex.)	175,079	121	217.	Portsmouth (Ohio)	94,062	204
07.	Phoenix (Ariz.)	499,840	48	13.	Baton Rouge (La.)	175,072	122	208.	Monroe-West Monroe (La.).	93,497	205
4.	Allentown-Bethlehem-	The second		59.	Greenville (S. C.)	174,225	123	42.	Dubuque (Iowa)	92,220	206
00	Easton (Pa.)	496,920	49	10.	Augusta (Ga.)	171,186	124	193.	Fargo (N. D.)	91,113	207
00.	Norfolk-Portsmouth (Va.)	482,443	50	31.	Columbia (S. C.)	170,359 167,640	125	188.	Danville (Va.)	90,229	209
03.	Omaha (Nebr.)	471,782	51	199.	Jamestown (N. Y.)	167,204	127	177.	Billings (Mont.)	90,223	210
45.	Syracuse (N. Y.)	440,778	52	211.	New London-Nerwich (Conn.)	166,470	128			10000	
131.	San Jose (Cal.)	427,183	53	118.	Roanoke (Va.)	166,411	128	206.	Lynchburg (Va.)	90,056	211
02.	Oklahoma City (Okla.) Richmond (Va.)	422,377 421,625	84	165.	Waco (Tex.)	166,407	130	221.	Richmond (Ind.) La Crosse (Wisc.)	89,156 86,826	212
21.	Sacramento (Cal.)	421,625		132.	Savannah (Ga.)	166,022	131	178.	Biloxi-Gulfport (Miss.)	86,607	214
49,	Flint (Mich.)	410,683		23.	Cedar Rapids (Iowa)	165,963	132	80.	Fort Smith (Ark.)	83,543	215
56.	Grand Rapids (Mich.)	306,000		71.	Kalamazon (Mich.)	164,209	133	194.	Fayetteville (N. C.)	81,697	216
48.	Fall River-New Bedford		12.	6.	Amarillo (Tex.)	164,202	134	227.	Tyler (Tex.)	80,478	217
09.	(Mass.)	389,443	50	191.	Eugene (Ore.)	162,674	135	210.	Newark (Ohio)	79,127 78,817	218
-9.	Jacksonville (Fla.)	300,001	- 60	61.	Boise (Idaho)	162,189	130	196.	Paducah (Ky.)	77,903	220
96.	Nashville (Tenn.)	388,100	61		Warwick (Va.)	181,966	137	100.	Car ball I made (Irrania),	,,,,,,,	-
59.	Wichita (Kans.)	374,608	62	170.	Ann Arbor (Mich.)	161,219	138	197.	Hagerstown (Md.)		221
62.	Wilmington (Del.)	371,526	83	175.	Battle Creek (Mich.)	157,401	139	126.	San Angelo (Tex.)	77,057	222
18.	Paughkeepale-Newburgh-	944 444	1	80.	Lincoln (Nebr.)	157,069	140	182.	Burlington (Vt.)	76,954	223
53.	Beacon (N. Y.)	371,500 367,861		232.	Yakima (Wash.)	165,842	141	172.	Auburn (N, Y,)	76,493 75,398	224
81.	Withes-Barre-Hazeiton (Pa.	358,003		55.	Galveston (Tex.)	154,397	142	54.	Gadaden (Ala.)	74,917	226
53.	Tuisa (Ukla.)	366,893	67	200.	Muskegon (Mich.)	152,688	143	183.	Butte-Anacenda (Ment.)	74.849	227
25.	Salt Lake City (Utah)	353,621	88	100.	Pittsfield (Mass.)	152,162	144	230.	Wilmington (N. C.)	73.766	228
02.	Harrisburg (Pa.)			223.	Santa Barbara (Cal.)	149,490	145	186.	Cumberland (Mil.)	72,602	220
40.	Dea Moines (Iowa)	337,278	70	24.	Charleston (S. C.)	146,522	146	219.	Quincy (10.)	72,532	230
22.	Canton (Ohle)	333,731	71	136.	Sioux City (Iowa)	145,990 144,659	147	233.	Zanesville (Ohio)	71,429	231
61.	Trenton (N. J.)	327,668		68.	Jackson (Miss.)	143,789	149	168.	Alexandria (La.)	69.092	232
74.	Knoxville (Tenn.)	321,607	73	114.	Racine (Wisc.)	143,644	150	77.	Laredo (Tex.)		233
54.	Utica-Rome (N. Y.)	320,720				. 4		-		25.01	
58.	Wheeling-Steubenville	945 444	-	115.	Raleigh (N. C.)	142,723	151		at About Material Property	110 210 201	
	(W. VaOhie)	316,142	78	150.	Tepeka (Kana.)	141,459	152	100	a; Above Metropolitan Areas	. 110,016,794	
30.					Jackson (Mich.)	190,000	154				

1 ST THE CAROLINAS!
14TH
IN THE SOUTH!

RETAIL SALES

Come Easier in the Growing

GREENSBORO

Metropolitan County Market

LEADS 17 LARGER AND 124 OTHER METROPOLITAN COUNTY AREAS!

Families Rank	Families 1/1/55 (000)	Metropolitan County Area	1954 Total Retail Sales (000)	Total Retail Sales Rank	1954 Over 1953 Gain (000)	*1954 Over 1948 Gain (000)
109	55.3	GREENSBORO, N. C.	\$251,503	92	-\$11,801	\$74,055
76	83.8	BrownsHrlngMcAln, Tex.	250,494	93	— 3,778	80,856
80	78.5	Johnstown, Pa.	249,522	94	- 3,249	39,193
90	69.6	Shreveport, La.	247,909	95	- 4,563	77,620
102	60.1	El Paso, Tex.	241,551	96	- 3,315	81,717
87	72.7	Scranton, Pa.	229,044	99	- 10,124	23,776
96	65.1	Little Rock, Ark.	227,848	. 100	_ 2,002	53,102
98	63.6	York, Pa.	225,235	101	- 25,789	52,460
101	60.4	Tucson, Ariz.	210,857	108	- 1,223	75,692

in the CAROLINAS' COUNTY MARKETS!

			1954	Total	1954	*1954
	Families		Total Retail	Retail	Over 1953	Over 1948
Families		Metropolitan	Sales	Sales	Gain	Gain
Rank	(000)	County Area	Rank	Rank	(000)	(000)
109	55.3	GREENSBORO, N. C.	\$251,503	92	-\$11,801	\$74,055
103	58.9	Charlotte, N. C.	238,809	97	- 22,913	54,845
114	50.0	Greenville, S. C.	174,225	123	- 2,159	38,398
139	41.5	Columbia, S. C.	170,359	125	- 8,705	49,913
115	49.6	Charleston, S. C.	146,522	146	- 562	33,314
154	37.5	Raleigh, N. C.	142,723	151	2,097	38,625
132	44.3	Winston-Salem, N. C.	132,390	159	3,450	35,387
164	34.9	Asheville, N. C.	111,825	176	- 4,615	20,026
192	28.5	Durham, N. C.	109,865	179	- 8,103	19,740

...\$582,976,000 RETAIL SALES IN GREENSBORD ABC

*U. S. Bureau of Census Figures 1948. All other figures Sales Manag ement Survey of Buying Power, 1955 and 1954.

OVER 100,000 CIRCULATION DAILY!
OVER 400,000 READERS DAILY!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA Represented Nationally by Jann & Kelley, Inc.



Dollar Volume Ranking of Metropolitan County Areas Estimates, 1954, for FOOD STORE SALES in Descending Order

Gode Num- ber	CITY and STAYE	FOOD STORE 8ALES (add 000)	Rank in Group	Code Num- ber	CITY and STATE	STORE SALES (add 000)	Flank in Group	Code Num-	CITY and STATE	FOOD STORE SALES (add 600)	Rank in Group
80.	New York-N. E. New Jersey			46.	Erie (Pa.)	71,897	79	216.	Port Huron (Mich.)	30,301	153
28.	N. YN. J.)	4,750,286	1	174.	Bakerefield (Cal.)	71,276	77	180.	Topoka (Kans.)	30,292	154
83.	Chicago (IIL)	1 054 503	3	105.	Peeria (III.)	70,869	78	225.	Sportanburg (S. C.)	30,280	155
106.	Philadelphia (Pa.)	1,108,670	4	116.	Reading (Pa.)	68,816	80	143.	Williameport (Pa.)	29,938	167
41.	Detroit (Mich.)	996,918	8	-			1	215.	Peneacola (Fla.)	28,770	158
18.	Boston (Mass.)	902,705 808,700	7	70.	Johnstown (Pa.)	67,168	81 82	23. 148.	Cedar Rapids (Iowa)	28,662 28,630	159
88.	Pittaburgh (Pa.)	717,440		133.	Scranton (Pa.)	86,280	83	140.	Terro vision (mar)	20,000	100
30.	Cleveland (Ohio)	543,803	9	27.	Chattanooga (Tenn.)	65,799	84	163.	Winaton-Salem (N. C.)	28,470	161
24.	St. Louis (Mo.)	491,327	10	36.	Davenport-Reck Island-		-	213.	Oshkosh (Wisc.)	28,142	162
186.	Washington (D. C.)	481,801	11	20.	Moline (lowa-III.) Breckton (Mass.)	65,639 65,482	85	205.	Lewiston-Auburn (Me.) Amarillo (Tex.)	28,000 27,900	163
12.	Baltimere (Md.)	422,443	12	76.	Lansing (Mich.)	84,234	87	189.	Anderson (Ind.)	27,722	185
21.	Buffalo (N. Y.)	348,292	13	40.	Des Moines (Iowa)	63,833	88	136.	Sieux City (Iewa)	27,345	106
29.	Minneapolie-St. Paul (Minn.) Cincinnati (Ohio)	326,867 303,857	14	138. 110.	South Bend (Ind.)	61,314 61,027	90	78. 85.	Lexington (Ky.)	27,299 26,903	167
64.	Houston (Tex.)	200,794	16		To be brown (troop, the tree to the tree		-	190.	Elmira (N. Y.)	28,811	109
91.	Willwaukee (Wisc.)	279,686	17	15.	Beaumont-Port Arthur (Tex.)	59,469	91	115.	Raleigh (N. C.)	26,740	170
72.	Kansas City (Me.) Portland (Ore.)	251,104 220,706	18	181.	Brewnsville-Harlingen- McAllen (Tex.)	56,995	92	73.	Keneeha (Wies.)	26,441	171
134.	Seattle (Wash.)	218,039	20	93.	Mobile (Ala.)	58,690	93	14.	Bay City (Mich.)	26,336	172
10	ASSESSMENT OF THE PARTY OF THE			144.	Stockton (Cal.)	58,584	94	80.	Lincoln (Nebr.)	26,130	173
19.	Bridgeport-Stamford- Nerwalk (Conn.)	201.687	21	139.	Spokane (Wash.)	58,156 57,331	95	222. 187.	Salem (Ore.)	25,960 25,649	174
112.	Providence-Pawtucket (R. I.)	200,607	22	165.	Fort Wayne (Ind.)	56,794	97	79.	Lima (Ohio)	25,368	176
63.	Hartford-New Britain (Conn.)	200,357	23	75.	Lancaster (Pa.)	55,681	98	68.	Lima (Ohio)	25,237	177
38. 129.	Dallas (Tex.)	200,279	24	88.	Manchester (N. H.)	55,106	99	189,	Elkhart (Ind.)	25,007	178
80.	San Diego (Cal.)	193,636 193,077	28	16.	Binghamton (N. Y.)	54,356	100	180. 57.	Green Bay (Wisc.)	24,915 24,890	179
97.	New Plavon-Waterbury		-	9.	Atlantic City (N. J.)	53,844	101		Cat don't body (************************************	-1,000	1
184.	(Conn.)	183,974	27	00.	Hamilton-Middletewn (Ohio)	63,792	102	207.	Mansfield (Ohio)	24,808	181
36'	Worcester (Mass.)	175,676 175,370	28	65.	Huntington-Ashland (W. VaKy.)	53,642	103	217.	Portemouth (Ohie) Champaign-Urbana (III.)	24,583 24,500	182
86.	Indianapolie (Ind.)	178,207	30	120.	Rockford (III.)	53,440	104	200.	Joplin (Mo.)	23,861	184
-	OC			135.	Shreveport (La.)	53,215	106	7.	Ashevitle (N. C.)	23,778	188
95, 129,	New Orleans (La.)	172,837 179,684	31 32	45.	El Paso (Tex.)	52,915 52,048	106	228.	Watertown (N. Y.) Lake Charles (La.)	23,529 23,527	186
B.	Atlanta (Ga.)	100,307	33	82.	Lorain-Elyria (Ohio)	51,834	108	113.	Pueblo (Colo.)	23,430	188
2.	Albany-Schenectady-Trey			152.	Tucson (Ariz.)	49,355	100	226.	Texarkana (Ark.)	23,279	189
84.	(N. Y.)	168,986	34	56.	Greensboro-High Point	45 500		95.	Muncie (Ind.)	23,000	190
106.	Louisville (Ky.)	164,443 162,281	36		(N. C.)	48,992	110	185.	Colorado Springs (Colo.)	22,841	191
119.	Rochester (N. Y.)	157,244	37	211.	New London-Norwich (Conn.)	48,582	111	101.	Ogden (Utah)	22,534	192
33.	Columbus (Ohio)	148,300	38	122.	Saginaw (Mich.)	47,539	112	123.	St. Joseph (Mo.)	22,515	193
37. 17.	Dayton (Ohio)	145,446	40	26.	Charlotte (N. C.)	45,969 45,271	113	178. 188.	Biloxi-Gulfport (Miss.) Cumberland (Md.)	22,512 22,400	194
	sometimes (reserved)	146,440	100	47.	Evansville (Ind.)	43,968	115	187.	Danville (III.)	22,437	196
141.	Springfield-Holyake (Mass.).	139,196	41	81.	Little Rock-North Little		1	197.	Hagerstown (Md.)	21,338	197
149.	Akron (Ohio)	137,926	42	199.	Reck (Ark.)	43,783	116	142.	Springfield (Mo.)	21,286	196
4.	Allentown-Bethlehem-	100,000	-	196.	Fort Lauderdale (Fla.)	42,178	118	183.	Butte-Anacenda (Ment.)	20,996	200
109	Easton (Pa.)	129,854	44	87.	Madison (Wisc.)	41,916	119				-
127.	San Antonio (Tex.)	126,980 121,248	45	132.	Savannah (Ga.)	41,688	120	176.	Beilingham (Wash.)	20,838	201
48.	Fall River-New Bedford	121,240	-	8.	Alteena (Pa.)	41,562	121	204.	Las Vogas (Nev.)	20,738	203
89.	(Mass.)	118,418	47	170.	Ann Arbor (Mich.)	41,532	122	44.	Durham (N. G.)	20,694	204
147.	Memphis (Tenn.)	116,758	48	100.	Pittsfield (Mass.)	41,485	123	188. 179.	Danville (Va.)	20,685 20,453	205
82.	Fort Worth (Tox.)	114,464	80		Warwick (Va.)	41,417	124	202.	Lafayette (Ind.)	20,281	207
				11.	Austin (Tex.)		125	182.	Burlington (Vt.)	20,234	208
146. 218.	Syracuse (N. Y.)	112,059	51	10,	Augusta (Ga.)	40,790 40,526	126 127	84. 224.	Gadeden (Ala.)	19,804	209
	Beacon (N. Y.)	110,072	82	228.	Battle Creek (Mich.) West Palm Beach (Fla.)	40,354	128	224.	Constroy gain (villate)	10,000	2.0
107.	Phoonix (Ariz.)	105,313	53	3.	Afbuquerque (N. M.)	30,931	129	210.	Newark (Ohlo)		211
49. 131.	Flint (Mich.)	103,477	56	71.	Kalamazoe (Mich.)	39,340	130	221.	Richmond (Ind.)	18,564 18,552	212
121.	San Jose (Gai.)	100,344 99,386	56	24.	Charleston (S. C.)	39,004	131	42. 172.	Dubuque (lowa)	18,502	214
103.	Omaha (Nebr.)	97,932	57	118,	Roanoke (Va.)	38,700	132	137.	Auburn (N. Y.)	18,187	215
161.	Wilkes-Barrs-Mazelten (Pa.)		56	101.	Eugene (Ore.)	38,621	133	206.	Lynchburg (Va.)	17,911	216
00.	Grand Rapide (Mich.) Jacksenville (Fia.)	96,102	89	104.	Oriando (Fla.)	37,963 37,621	134	220.	Rene (Nev.)	17,781 17,614	217
		31,000	-	188.	Wacs (Tex.)	36,950	136	194.	Fayetteville (N. C.)	17,527	219
158.	Wheeling-Staubenville		-	140.	Springfield (III.)	36,944	137	187.	Abilene (Tex.)	17,233	220
117.	(W. VaOhie)	94,188	81	114.	Racine (Wiec.)	36,584	138	214.	Paducah (Ky.)	16,686	221
184.	Utica-Rome (N. Y.)	86,388	63	88.	Galveston (Tex.)	35,885	140	177.	Billings (Mont.)	16,533	222
83.	Freeno (Cal.)	86,004	64					168.	Alexandria (La.)	16,318	223
162.	Wilmington (Del.)	84,612 84,523	85	13.	Baton Rouge (La.)	34,339 34,292	141	233.	Zanceville (Ohie)	16,154 16,022	224
98.	Nachville (Tenn.)	83,948	67	67.	Jackson (Mich.)	34,215	143	219.	Quincy (III.)	15,900	228
151.	Trenten (N. J.)	80,586	68	32.	Columbus (Ga.)	33,820	144	208.	Monroe-West Monroe (La.)	15,842	227
102.	Oklahoma City (Okia.)	30,435	70	223.	Santa Barbara (Cal.)	33,140	145	198.	Great Falls (Mont.)	15,608	228
-	Harrisburg (Pa.),	70,231	10	31.	Celumbia (8, C.)	32,056 31,230	148	126, 198,	San Angelo (Tex.)	15,471 14,877	229
74.	Knexville (Tenn.)	77,817	71	173.	Banger (Ma.)	31,212	148	0.00			
43.	Duluth-Superior	-17500	-	180.	Beloe (Idahe)	30,717	149	50.	Fort Smith (Ark.)	14,337	231
25.	(Minn,-Wiec.)	75,402 74,865	72 73	86.	Macon (Ga.)	30,583	150	77. 183.	Laredo (Tex.)	12,273 11,079	232
183.	Tulea (Okla.)	74,402	74	38.	Decatur (III.)	30,387	151	-			, 230
25.	Charleston (W. Va.)	73,036	78	212.	New Castle (Pa.)	30,368	152	Tot	tal Above Metropolitan Areas	29,324,490	

CAROLINAS!

16TH

IN THE
SOUTH!

FOOD STORE SALES

Come Easier in the Growing

GREENSBORO

Metropolitan County Market

LEADS 5 LARGER AND 118 OTHER METROPOLITAN COUNTY AREAS!

Families Rank	Families 1/1/55 (000)	Metropolitan County Area	Food Store Sales (000)	Food Store Sales Rank	1954 Over 1953 Gain (000)	*1954 Over 1948 Gain (000)
109	55.3	GREENSBORO, N. C.	\$48,992	110	-\$1,198	\$15,231
103	58.9	Charlotte, N. C.	45,969	113	— 3,327	11,381
108	55.6	Evansville, Ind.	43,968	115	227	11,357
96	65.1	Little Rock, Ark.	43,783	116	564	10,823
95	65.2	Augusta, Ga.	40,790	126	1,610	16,092
104	58.5	Baton Rouge, La.	34,339	141	- 1,046	8,384

in the CAROLINAS' COUNTY MARKETS!

Families Rank	Families 1/1/55 (000)	Metropolitan County Area	Food Store Sales (000)	Food Store Sales Rank	1954 Over 1953 Gain (000)	*1954 Over 1948 Gain (000)
109	55.3	GREENSBORO, N. C.	\$48,992	110	-\$1,198	\$15,231
103	58.9	Charlotte, N. C.	45,969	113	— 3,327	11,381
115	49.6	Charleston, S. C.	39,004	131	691	9,076
114	50.0	Greenville, S. C.	37,621	135	352	7,968
139	41.5	Columbia, S. C.	32,056	146	- 914	10,089
132	44.3	Winston-Salem, N. C.	28,470	161	1,338	8,128
154	37.5	Raleigh, N. C.	26,740	170	189	7,589
164	34.9	Asheville, N. C.	23,776	185	_ 449	4,479
192	28.5	Durham, N. C.	20,694	204	- 1,050	3,854

.. \$130,859,000 FOOD SALES IN GREENSBORD ABC

*U. S. Bureau of Census Figures 1948. All other figures Sales Management Survey of Buying Power, 1955 and 1954.

OVER 100,000 CIRCULATION DAILY!
OVER 400,000 READERS DAILY!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA Represented by Jann & Kelley, Inc.



Dollar Volume Ranking of Metropolitan County Areas Estimates, 1954, for GEN'L. MDSE. STORE SALES in Descending Order

Code Num- ber	CITY and STATE	GENERAL MDSE. STORE SALES (add 000)	Rank in Group	Code Num- ber	CITY and STATE	GENERAL MDSE. STORE SALES (add 000)	Rank in Group	Code Num- ber	CITY and STATE	GENERAL MDSE. STORE SALES (add 000)	Rank in Grou
99,	New York-N. E. New Jersey	1.381,359	1	22.	Canton (Ohio)	33,718	78	142.	Springfield (Me.)	13,501	184
	(N. YN. J.)			49.	Flint (Mich.)	33,577	79	222.	Salem (Ore.)	13,465	158
28,	Chicago (III.)	1,283,686	2	26.	Charlotte (N. C.)	33,215	80	137.	Sioux Falls (S. D.)	13,296	186
106.	Los Angeles (Cal.) Philadelphia (Pa.)	770,675 600,819	3	27.	Chattanooga (Tenn.)	32,762	81	79. 67.	Lima (Ohio)	13,192 13,191	157
41.	Detroit (Mich.)	313,645	5	158.	Wheeling-Steubenville	32,702	01	178.	Battle Creek (Mich.)	13,150	159
18.	Boston (Mass.)	411,427		100.	(W. VaOhio)	32,112	82	199.	Jamestown (N. Y.)	13,116	100
08.	Pitteourgn (Pa.)	374,390	7	43,	Duluth-Superior					100	
30.	San Francisco-Oakland (Gal.)	340,782	8		(Minn.~Wisc.)	38,875	83	184.	Champaign-Urbana (III.)	13,115	161
92.	Minneapolio-St. Paul (Minn.)		9	181.	Trenton (N. J.)	30,498	84	82.	Lorain-Elyria (Ohio)	13,002	162
30.	Cleveland (Ohio)	274,076	10	16.	Binghamton (N. Y.) Beaumont-Port Arthur (Tex.)	29,462	85	60.	Hamilton-Middletown (Ohio) Kalamazoo (Mich.)	13,004 12,996	163
24.	St. Louis (Mo.)	255,040	11	86.	Lincoln (Nebr.)	28,702	87	71.	Everett (Wash.)	12,910	105
72.	Kansas City (Mo.)	254,469	12	46.	Erie (Pa.)	28,527	88	24.	Charleston (S. C.)	12,514	106
56.	Washington (D. C.)	282,009	13	76.	Lansing (Mich.)	28,307	89	187.	Danville (HL)	12,364	167
2.	Baltimore (Md.)	250,568	14	146.	Tacoma (Wash.)	27,340	90	167.	Abilene (Tex.)	12,267	168
8.	Dallas (Tex.)	218,832	15	53.	Ensure (Cal.)	97 999		173.	Bangor (Ma.)	12,240	169
n.	Atlanta (Ga.) Milwaukee (Wisc.)	188,730 184,279	17	218.	Fresno (Cal.)	27,228	91	143.	Springfield (Ohio)	12,058	170
1.	Buffalo (N. Y.)	174,984	18	210.	Beacon (N. Y.)	27,116	92	229.	West Palm Beach (Fla.)	11,937	171
11.	Portland (Ore.)	157,845	19	48.	Fall River-New Bedford		-	160.	Anderson (Ind.)	11,925	172
4.	Seattle (Wash.)	154,486	20	N. ac	(Mass.)	26,996	93	20.	Breckton (Mass.)	11,919	173
_				152.	Tucson (Ariz.)	26,618	94	100.	Pittsfield (Mass.)	11,895	174
0.	Cincinnati (Ohio)	147,820	21	116.	Reading (Pa.)	28,290	95	160.	Wichita Falls (Tex.)	11,870	175
-	Denver (Cole.)	143,496	22 23	181.	Brownsville-Harlingen- McAllen (Tex.)	25 525	00	194.	Fayetteville (N. C.)	11,578 11,535	178
9.	Memohia (Tenn.)	141,588 137,731	24	65.	Huntington-Ashland	25,828	96	200.	Joplin (Me.). Lake Charles (La.)	11,476	177
4.	Plouston (Tex.)	135.642	25		(W. VaKy.)	25,066	97	80.	Fort Smith (Ark.)	11,391	178
8.	Indianapolis (Ind.)	130,889	26	174.	Bakersfield (Cal.)	25,338	98	193.	Fargo (N. D.)	11,084	180
8.	New Orleans (La.)	112,258	27	93.	Mabile (Ala.)	25,137	99		AND DESCRIPTION OF THE PERSON		
3.	Columbus (Ohio)	97,840	28	154.	Utica-Reme (N. Y.)	. 24,649	100	14.	Bay City (Mich.)	11,043	181
2.	Albany-Schenectady-Trey	07 000	-	70	Laurenten (Ba.)	04 200	101	88.	Manchester (N. H.)	11,004	182
3.	(N. Y.) Hartford-New Britain (Conn.)	97,085 91,381	30	75.	Lancaster (Pa.)	24,380	101	217. 95.	Portamouth (Ohle)	11,002 10,897	183
	THE THE STILL (COME.)	91,001	00	133.	Scranton (Pt.)	23,767	103	201.	La Grosse (Wisc.)	10,881	185
7.	Birmingham (Ala.)	88,083	31	13.	Baton Rouge (La.)	23,561	104	195.	Fort Lauderdale (Fla.)	10,679	186
1.	Miami (Fla.)	81,413	32	135.	Shreveport (La.)	23,525	106	231.	Williamsport (Pa.)	10,598	187
D.	Hochester (N. Y.)	79,580	33	34.	Corpus Christi (Tex.)	23,492	106	168.	Alexandria (La.)	10,578	188
	Dayton (Ohio)	79,024	34	10.	Augusta (Ga.)	23,441	107	9.	Atlantic City (N. J.)	10,507	180
1.	Tampa-St, Petersburg (Fla.).	78,889	35 36	120.	Rockford (III.)	23,140	100	6.	Amarillo (Tex.)	10,412	190
	Akron (Ohio)	77,702 75,933	37	85.	Evansville Ind.)	22,787 22,459	110	171.	Appleton (Wisc.)	10,372	101
7.	Hichmond (Va.)	74,427	38		Campoon (Fent)	25,400	110	228.	Watertown (N. Y.)	10,291	192
4.	Louisville (Ky.)	73,940	39	136.	Sioux City (Iowa)	22,392	111	190.	Elmira (N. Y.)	10,216	197
0.	Toledo (Ohio)	72,670	40	180.	Boise (Ida.)	22,055	112	215.	Peneacola (Fla.)	10,173	194
. 1				58.	Greenville (S. C.)	21,094	113	220.	Reno (Nev.)	10,079	195
2.	San Diego (Cal.)	89,808	41	87. 165.	Madison (Wisc.)	21,449	114	179.	Bloomington (III.)	9,996	196
6.	Youngstown (Ohio)	67,789 64,452	42 43	148.	York (Pa.)	21,130 20,820	116	226. 123.	Texarkana (Ark.)	9,855 9,757	197
1.	Greensboro-High Point (N.C.)	99,020	44	155.	Waco (Tex.)	20,008	117	170.	Ann Arbor (Mich.)	9,750	199
2.	Oklahomu City (Okla.)	87,810	45	104.	Orlande (Fla.)	19,938	118	214.	Paducah (Ky.)	9,720	200
5.	Saft Lake City (Utah)	57,662	46	11.	Austin (Tex.)	18,885	119				
3.	Omaha (Nobr.)	52,286	47	30.	Decatur (III.)	18,781	120	176.	Bellingham (Wash.)	9,636	201
	Syracuse (N. Y.)	51,742	48	***	0. 1. 10.15	40		196.	Great Falls (Mont.)	9,598	202
	Phoenix (Ariz.)	49,850	40 50	144.	Stockton (Cal.)	18,533 18,424	121 122	198.	Hutchinson (Kans.)	9,533 9,520	203
	reservine (1 min.)	49,451	-	140.	Gedar Rapids (lewa)	18,371	123	208. 126.	Monroe-West Monroe (La.). San Angelo (Tex.)	9,450	204
1.	Charleston (W. Va.)	48,830	81	191.	Eugene (Ore.)	18,190	124	204.	Las Vogas (Nev.)	9,175	206
	San Bernardine (Cal.)	48,293	52	110.	Portland (Me.)	18,151	125	202.	Lafayette (Ind.)	9,141	207
	San Jose (Cal.)	48,209	53	183.	Winston-Salem (N. C.)	17,663	128	206.	Lewiston-Auburn (Me.)	9,116	208
6.	Grand Hapide (Mich.)	48,002	84	132.	Savannah (Ga.)	17,529	127	114.	Racine (Wiec.)	9,007	209
-	Allentowo-Beshleham- Easton (Pa.)	47,047	55	31. 122.	Columbia (S. C.)	17,430 17,365	128 129	212.	New Castle (Pa.)	8,970	218
0.	Des Moines (Iowa)	46,263	56	118.	Flouriske (Va.)	17,258	130	185.	Colorado Springe (Colo.)	8,969	211
	Wercester (Wass.)	45,381	57		THE REAL PROPERTY OF THE PARTY		100	218.	Port Huron (Mich.)	8,824	212
1.	Knoxville (Tenn.)	45,166	58	115.	Raleigh (N. C.)	16,979	131	101.	Ogden (Utah)	8,610	213
1.	Norfolk-Portsmouth (Va.)	44,603	59	94.	Montgomery (Als.)	16,961	132	227.	Tyler (Tex.)	8,416	214
	Bridgeport-Stamford-			78.	Lexington (Ky.)	16,851	133	211.	New London-Norwich (Cenn.)	8,217	215
	Nerwalk (Conn.)	44,313	60	3.	Albuquerque (N. M.)	16,811	134	219.	Quincy (III.)	8,180	216
8.	Tuisa (Okia.)	44,211	81	200.	Asheville (N. C.)	16,683	135	54.	Gadeden (Ala.)	8,146	217
1.	Springfield-Holyoko (Mass.).	43,846	62	61.	Hampton-Newport News-	10,488	100	189.	Elkhart (Ind.)	8,075 8,035	218
0.	Spokane (Wash.)	42,292	63		Warwick (Va.)	16,495	137	221.	Richmond (Ind.)	7,954	220
0.	Wichita (Kana.)	41,431	84	180.	Topeka (Kans.)	16,370	138	-			
1.	Sacramento (Cal.)	41,212	65	225.	Spartanburg (S. C.)	15,906	139	186.	Cumberland (Md.)	7,573	221
1.	Wilkee-Barre-Hazelton (Pa.)	41,194	86	188.	Danville (Va.)	15,263	140	213.	Oshkosh (Wisc.)	7,492	222
0.	Johnstown (Pa.)	40,957	67	67	Green Boy (Wilso)	16 080	141	197.	Hagerstown (Md.)	7,145	223
	Jacksonville (Fla.)	40,540	60	57. 167.	Green Bay (Wisc.)	15,282 15,115	141	77.	Laredo (Tex.)	6,843	224 225
	New Haven-Waterbury	40,500		113.	Pueblo (Colo.)	15,102	143	183. 230.	Wilmington (N. C.)	6,606	226
	(Conn.)	40,384	70	224.	Sheboygan (Wisc.)	14,880	144	178.	Biloxi-Gulfport (Miss.)	8,559	227
1				232.	Vakima (Wash.)	14,790	145	177.	Billings (Mont.)	6,422	229
2.	Wilmington (Del.)	39,104	71	44.	Durham (N. C.)	14,758	146	223.	Santa Barbara (Cal.)	6,325	229
5.	Peoria (III.)	38,286	72	42.	Dubuque (lowa)	14,654	147	73.	Kenesha (Wisc.)	5,769	230
	Little Rock-North Little	00 100	-	32.	Columbus (Ga.)	14,592	140		TO SECULIAR TO SECULIAR SECULI		-
	Rock (Ark.)	38,183	73	96.	Macon (Ga.)	14,520	149	233.	Zancevitie (Ohio)	5,733	231
-	Davenport-Rock Island- Moline (Iewa-III.)	37.927	74	5.	Alteona (Pa.),	14,453	150	210.	Newark (Ohio)	4,736 4,230	232 233
2.	Harrisburg (Pa.)	37,419	78	207.	Manafield (Ohio)	14,411	151	116.	Principal (12: 1./	4,230	200
. 1	El Pago (Tex.)	36,745	76	208.	Lynchburg (Va.)	14,064	182	Tota	I Above Metropolitan Areas	14,533,765	
	South Bend (Ind.)	35,643	77	68.	Galveeton (Tex.)	13,823	153				

1st
CAROLINAS!
9th
IN THE
SOUTH!

GEN'L. MDSE. STORE SALES Come Easier in the Growing GREENSBORO

Metropolitan County Market

LEADS 64 LARGER AND 125 OTHER METROPOLITAN COUNTY AREAS!

			LOPA		1004	*1074
	Families		1954 Gen'l Mdse.	Gen'l Mdse.	1954 Over 1953	*1954 Over 1948
Families	1/1/55	Metropolitan	Store Sales	Store Sales	Gain	Gain
Rank	(000)	County Area	(000)	Rank	(000)	(000)
109	55.3	GREENSBORO, N. C.	\$59,020	44	-\$3,541	\$10,034
54	117.6	Oklahoma City, Okla.	57,810	45	- 1,452	7,149
70	88.6	Salt Lake City, Utah	57,662	46	- 1,616	7,620
52	119.4	Omaha, Neb.	52,266	47	_ 52	4,742
56	110.3	Syracuse, N. Y.	51,742	48	385	2,963
49	130.3	Allentown, Bethlehem, Pa.	47,047	55	- 3,964	2,461
35	166.8	Worcester, Mass.	45,381	57	377	17,021
58	105.5	Jacksonville, Fla.	40,540	68	- 515	8,066
53	118.0	San Jose, Calif.	48,209	53	- 486	17,898
45	143.6	Norfolk-Portsmouth, Va.	44,603	59	- 1,494	12,953
11		and 55 Other Larger Metropolitan County	Area Markets	including Phoenix.	Ariz., and San	Bernardino, Calif.

1st in the CAROLINAS' COUNTY MARKETS!

			1954		1954	*1954
	Families		Gen'l Mdse.	Gen'l Mdse.	Over 1953	Over 1948
Families	1/1/55	Metropolitan	Store Sales	Store Sales	Gain	Gain
Rank	(000)	County Area	(000)	Rank	(000)	(000)
109	55.3	GREENSBORO, N. C.	\$59,020	44	-\$3,541	\$10,034
103	58.9	Charlotte, N. C.	33,215	80	- 3,640	3,049
114	50.0	Greenville, S. C.	21,694	113	- 542	651
132	44.3	Winston-Salem, N. C.	17,653	126	246	2,520
139	41.5	Columbia, S. C.	17,430	128	- 1,120	3,271
154	37.5	Raleigh, N. C.	16,979	131	- 465	2,279
164	34.9	Asheville, N. C.	16,693	135	- 906	193
192	28.5	Durham, N. C.	14,758	146	- 1,287	278
115	49.6	Charleston, S. C.	12,514	166	205	1,305

..\$87,902,000 GEN.MDSE. SALES IN GREENSBORD ABC

*U. S. Bureau of Census Figures 1948. All other figures Sales Management Survey of Buying Power, 1955 and 1954.

OVER 100,000 CIRCULATION DAILY!
OVER 400,000 READERS DAILY!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA Represented by Jann & Kelley, Inc.



Dollar Volume Ranking of Metropolitan County Areas Estimates, 1954, for FURN.-HOUSE.-RADIO STORE SALES, in Descending Order

um- um-	CITY and STATE	F-H-R STORE SALES (add 000)	Rank In G roup	Code Num- her	CITY and STATE	F-H-R STORE SALES (add 000)	Rank In Group	Code Num- ber	CITY and STATE	F-H-R STORE SALES (add 000)	Ra
10.	New York-N. E. New Jersey			218.	Poughkeepsie-Newburgh-	A		100.	Pittsfield (Mass.)	7,815	15
13.	(N. YN. J.)	1,062,235	1	***	Beacen (N. Y.)	16,975	78	38.	Decatur (III.)	7,577	15
28.	Chicago (III.)	485,687 352,760	3	184.	Utica-Rome (N. Y.)	16,931	79	57.	Green Bay (Wisc.)	7,539	15
16.	Philadelphia (Pa.)	246,727	4	144-	Stockton (Cal.)	18,842	80	100.	Jamestown (N. Y.)	7,523	15
10.	San Francisco-Oakland (Cal.)	211,999	8	105.	Peoria (III.)	18,590	81	200.	Springfield (Mo.)	7,422 7,419	15
11.	Detroit (Mich.)	200,115	4.	46.	Erie (Pa.)	16,565	82	178.	Battle Creek (Mich.)	7,325	18
18.	Boston (Mass.)	150,032	7	58.	Greensboro-High Point (N.C.)	16,449	83		satis of our (internal control of the control of th	7,010	10
10.	Pittsburgh (Pa.)	123,961	8	174.	Bakersfield (Cal.)	15,902	84	170.	Ann Arbor (Mich.)	7,283	16
24.	St. Louis (Mo.)	116,106	9	165.	York (Pa.)	15,879	85	180.	Wichita Falls (Tex.)	7,224	16
	orevenure (Onto)	99,748	10	181.	Trenton (N. J.)	15,274	86	206.	Monroe-West Monroe (La.).	7,004	16
18.	Washington (D. C.)	94,735	11	45.	El Paso (Tex.)	15,118 14,918	87	190.	Elmira (N. Y.)	6,983	16
14.	Houston (Tex.)	81,869	12	51.	Fort Wayne (Ind.)	14,825	09	101.	Lexington (Ky.)	6,891 6,814	16
12.	Baltimore (Md.)	76,368	13	34.	Corpus Christi (Tex.)	14,748	90	143.	Springfield (Ohio)	6,779	16
12.	Minneapolis-St. Paul (Minn.)	74,301	14					232.	Yakima (Wash.)	6,747	16
72.	Buffalo (N. Y.)	66,510	15	133.	Scranton (Pa.)	14,454	91	14.	Bay City (Mich.)	6,739	16
0.	Kaneas City (Ms.)	61,531 60,434	16	78.	Lancaster (Pa.)	14,439	92	95.	Muncie (Ind.)	6,730	17
n.	Milwaukee (Wiac.)	59,714	17	135.	Shreveport (La.)	14,358	93	440			
9.	Cincinnati (Ohio)	55,711	19	146.	Tuceon (Ariz.)	14,318 14,284	94 95	148.	Terre Haute (Ind.)	6,862	17
9.	San Diego (Cal.)	54,756	20	36.	Davenport-Rock Island-	14,204	83	113.	Pueblo (Colo.)	6,653	17
			-	-	Moline (Iewa-III.)	14,008	96	207.	Mansfield (Ohio)	6,355	17
1.	Portland (Ore.)	47,456	21	120.	Rockford (III.)	13,895	97	80.	Lincoln (Nebr.)	6,253	17
6.	Senttle (Weah,)	46,475	22	43.	Duluth-Superior			169.	Anderson (Ind.)	6,221	17
6.	Indianapolio (Ind.)	45,553	23		(Minn,-Wisc.)	13,624	93	67.	Jackson (Mich.)	6,192	17
8.	New Orleans (La.)	44,781	24	16.	Binghamton (N. Y.)	13,593	99	7.	Asheville (N. C.)	6,190	17
5.	Dallas (Tex.)	43,116	25	181.	Brownsville-Harlingen-	40.000		220.	Reno (Nev.)	6,126	17
0.	Denver (Colo.)	41,820 41,651	26		McAllen (Tex.)	13,574	100	231.	Williamsport (Pa.)	5,915	18
	New Haven-Waterbury	41,051	27	70.	Johnstown (Pa.)	13,552	101	137.	Classe Falls (C. D.)	F 495	1
-	(Conn.)	41,537	28	139.	Spekane (Wash.)	13,488	102	173.	Sloux Falls (S. D.)	5,873	18
	Bridgeport-Stamford-	411001	-	118.	Roanoke (Va.)	13,415	103	189.	Bangor (Ms.) Elkhart (Ind.)	5,825 5,813	18
-	Norwalk (Conn.)	41,169	29	88.	Manchester (N. H.)	13.357	104	187.	Danville (III.)	5,776	11
2.	Providence-Pawtucket (R. I.)	41,018	30	195.	Fort Lauderdale (Fla.)	13,187	105	123.	St. Joseph (Ma.)	5.587	18
				229.	West Palm Beach (Fla.)	13,125	106	217.	Portsmouth (Ohio)	5,491	18
	Atlanta (Ga.)	39,666	31	26.	Charlette (N. C.)	12,906	107	171.	Appleton (Wisc.)	5,384	11
	Albany-Schenoctady-Trey			47.	Evansville (Ind.)	12,641	100	213.	Oahkeah (Wisc.)	5,309	11
	(N, Y.)	37,787	32	65.	Huntington-Ashland	40.000		177.	Billings (Mont.)	5,303	11
	Rochreter (N. Y.)	37,039	33		(W, Va,-Ky,)	12,532	109	79.	Lima (Ohio)	5,282	15
	Allentown-Bethlehem-	35,390	34	59.	Greenville (S. C.)	12,002	110	100			
"	Easton (Pa.)	34,219	35	93.	Mobile (Ala.)	11,647	111	136.	Sieux City (Iowa)	5,191	11
1.	Columbus (Ohio)	34,187	38	00.	Hamilton-Middletown (Ohio)	11,270	112	197.	Tyler (Tex.)	5,139	11
7.	Phoenix (Ariz.)	33,607	37	110.	Pertland (Me.)	11,257	113	178.	Biloxi-Gulfpert (Miss.)	5,104	19
	Birmingham (Ala.)	33,253	39	81.	Little Rock-North Little			192.	Everett (Wash.)	5,050	15
3.	San Bernardino (Cal.)	33,052	39	1	Rock (Ark.)	11,008	114	205.	Lewiston-Auburn (Me.)	4,991	19
	Worcester (Mass.)	32,622	40	13.	Daton Rouge (La.)	10,968	115	84.	Gadeden (Ala.)	4,962	11
	Sacramento (Cal.)	00 400	-	55.	Galveston (Tex.)	10,566	116	221.	Richmond (Ind.)	4,923	11
	Youngstown (Ohio),	32,192 30,731	41 42	76.	Lansing (Mich.)	10,525 10,464	117	182.	Burlington (Vt.)	4,907	11
	Tampa-St. Potersburg (Fla.).	30,718	43	23.	Cedar Rapids (Iowa)	10,317	118	172.	Auburn (N. Y.)	4,875	21
î. I	Springfield-Holyake (Mass.).	30,591	44	11.	Austin (Tex.)	10,279	120	215.	Pensacola (Fla.)	4,810	21
1.	Omaha (Nehr.)	29,709	46			,	1	228.	Watertown (N. Y.)	4,787	21
7.	San Antonio (Tex.)	29,566	48	5.	Altoona (Pa.)	10,089	121	179.	Bloomington (Iff.)	4,702	20
1.	Norfolk-Portsmouth (Va.)	29,508	47	132.	Savannah (Ga.),	10,054	122	200.	Joplin (Mo.)	4,694	21
9	Toledo (Okio)	29,484	48	8.	Amarillo (Tex.)	10,042	123	184.	Champaign-Urbana (III.)	4,628	21
-	Memphia (Tenn.)	. 28,511	49	31.	Columbia (S. C.)	9,979	124	203.	Lake Charles (La.)	4,615	21
	Dayton (Okio)	28,058	50	20.	Brockton (Mass.)	9,954	125	186.	Cumberland (Md.)	4,588	21
	Richmond (Va.)	27,058	51	61.	Orlando (Fla.)	9,916	126	176.	Bellingham (Wash.)	4,584	21
	San Jose (Cal.)	26,848	82	91.	Warwick (Va.)	9,847	127	233. 167.	Zanesville (Ohio)	4,579	21
	Fort Worth (Tex.)	25,681	53	191.	Eugene (Ore.)	9,787	128	107.	resident (10As)	4,523	3
	Fall River-New Bodford			71.	Kalamareo (Mich.)	9,752	129	198.	Great Falls (Mont.)	4,515	21
Ò	(Mass.)	25,517	54	140.	Springfield (III.)	9,518	130	128.	San Angelo (Tex.)	4,510	2
	Wilmington (Del.)	25,401	55					202.	Lafayette (Ind.)	4,501	2
-	Oklahema City (Okla.)	25,338	56	82.	Lorain-Elyria (Ohio)	9,432	131	201.	La Crosse (Wisc.)	4,437	2
	Salt Lake City (Utah) Wilkes-Barre-Hazelton (Pa.)	25,056 22,719	57	185.	Waco (Tex.)	9,409	132	216.	Port Huron (Mich.)	4,432	2
	Akron (Ohio)	22,718	59	12.	Lubback (Tex.)	9,357	133	204.	Las Vegas (Nev.)	4,372	2
	Nashville (Tenn.)	22,287	00	24.	Charleston (8. C.)	9,241	138	73.	Kenseha (Wiec.)	4,354 4,344	2
			1	167.	Waterlee (lowa)	9,114	136	206.	Lynchburg (Va.)	4,335	2
6.	Knexville (Tenn.)	22,172	61	223.	Santa Barbara (Cal.)	8,878	137	100.	Hutchinson (Kans.)	4,278	2
1.	Grand Rapids (Mich.)	21,359	62	150.	Topska (Kans.)	8,865	138				-
1.	Fresno (Gal.)	21,138	63	115.	Raleigh (N. C.)	8,808	139	226.	Texarkana (Ark.)	4,218	2
	Wichita (Kana.)	21,115	84	163.	Winston-Salem (N. C.)	8,777	140	194.	Fayetteville (N. C.)	4,125	2
3.	Tulea (Okla.)	21,070	68					224.	Sheboygan (Wisc.)	3,926	2
2.	Canton (Ohio)	20,778	66	10.	Augusta (Ga.)	8,775	141	214.	Paducah (Ky.)	3,826	2
8. 5.	Jacksonville (Fla.)	20,588	66	87. 68.	Madison (Wisc.)	8,687	142	183.	Butte-Anaconda (Mont.)	3,804	2
2.	Harrishurg (Pa.)	20,306	69	180.	Jackson (Miss.)	8,490	143	193.	Fargo (N. D.)	3,772	2
9.	Flint (Mich.)	20,276	70	94.	Montgomery (Ala.)	8,410	145	188.	Danville (Va.)	3,688	2
*		-01010		225.	Spartanhurg (S. C.)	8,370	146	50.	Fort Smith (Ark.)	3,688	2
8.	Reading (Pa.)	19,701	71	211.	New London-Norwich (Conn.)	8,384	147	42.	Dubuque (luwa)	3,481	2
B.	Wheeling-Steubenville		1	114.	Racine (Wisc.)	8,254	148	16.0		0,401	1
	(W. VaOhio)	19,002	72	122.	Saginaw (Mich.)	8.190	149	210.	Newark (Ohio)	3,185	2
7.	Chattanooga (Tenn.)	18,906	73	185.	Colorado Springs (Colo.)	8,055	150	219.	Quincy (III.)	2,812	2
8.	Charleston (W. Va.)	18,815	74					77.	Laredo (Tex.)	2,456	23
	South Bend (Ind.)	18,276	75	222.	Salem (Ore.)	7,881	151	***************************************			
8.	Des Moines (lows)	18,263	78	212.		7.719	152		etal Above Metropolitan Areas		

FURN. - HOUSE. - RADIO STORE SALES

IN THE CAROLINAS! IN THE SOUTH!

Come Easier in the Growing

GREENSBORO

Metropolitan County Market

LARGER AND 24

Femilies Rank 109	Families 1/1/55 (000) 55.3	Metropolitan County Area GREENSBORO, N. C.	1954 Furn HouseRadio Store Sales (000) \$16,449	FurnHouse,- Radio Store Sales Rank 83	•	1954 ver 1953 Gain (000) 771	*1954 Over 1948 Gain (000) \$4,392
84	75.1	Bakersfield, Calif.	15,902	84		812	3,529
98	63.6	York, Pa.	15.879	85	-1	.817	3,431
87	72.7	Scranton, Pa.	14,454	91	_	638	1,327
91	69.3	Lancaster, Pa.	14,439	92	_	283	2,040
67	90.9	Tacoma, Wash.	14,284	95	-	664	2,699
81	76.8	Davenport-Rock IMoline, IaIII.	14,008	96	-	528	2,568
78	80.6	Duluth-Superior, MinnWis.	13,624	98		54	2,274
80	78.5	Johnstown, Pa.	13,552	101	-	181	2,195
79	80.0	Spokane, Wash.	13,488	102		31	3,202
		1 12 01 - 1 14-1 14-	- County Assa M	laskate including	Cheevene	4 la and	Mobile Ale

in the CAROLINAS'

	Families		1954 Furn HouseRadio	Furn-House- Radio Store	0	1954 ver 1953	*1954 Over 1948
Families Rank	(000)	Metropolitan County Area	Store Sales (000)	Sales Renk		Gain (000)	Gain (000)
109	55.3	GREENSBORO, N. C.	\$16,449	83	-\$	771	\$4,392
103	58.9	Charlotte, N. C.	12,906	107	- 1	,238	2,811
114	50.0	Greenville, S. C.	12,082	110	_	149	2,839
139	41.5	Columbia, S. C.	9,979	124	_	510	3,343
115	49.6	Charleston, S. C.	9,241	135	_	35	1,936
154	37.5	Raleigh, N. C.	8,808	139	-	130	2,251
132	44.3	Winston-Salem, N. C.	8,777	140		229	2,397
192	28.5	Durham, N. C.	7,652	153	-	564	1,284
164	34.9	Asheville, N. C.	6,190	178	-	255	1,058

...\$38,992,000 FURN. SALES

Greensboro News and Record

GREENSBORO, NORTH CAROLINA Represented by Jann & Kelley, Inc.



Dollar Volume Ranking of Metropolitan County Areas Estimates, 1954, for AUTOMOTIVE DEALERS & STORE SALES in Descending Order

ode ium- ber	CITY and STATE	AUTOMO- TIVE STORE SALES (add 000)	Rank in Group	Cade Num- ber	CITY and STATE	AUTOMO- TIVE STORE SALES (add 000)	Rank In Group	Code Num- ber	CITY and STATE	AUTOMO- TIVE STORE SALES (add 000)	Ran in Gree
00.	New York-N. E. New Jersey			138.	South Bend (Ind.)	59.075	77	180.	Elkhart (Ind.)	27,388	153
83.	(N. YN. J.) Los Angeles (Cal.)	1,872,076	1	146.	Tacoma (Wash.)	59,034	78	138.	Sioux City (Iowa)	27,328	154
8.	Chicago (III.)	1,361,472	2	34. 15.	Corpus Christi (Tex.)	58,234	79	80.	Lincoln (Nebr.)	26,993	155
11.	Detroit (Mich.)	1,071,936	4	10.	Beaumont-Port Arthur (Tex.)	86,978	80	211.	New London-Norwich (Conn.)		156
16.	Philadelphia (Pa.)	636,273	5	151.	Trenton (N. J.)	55,866	81	223. 150.	Santa Barbara (Cal.)	26,955	157
10.	San Francisco-Oakland (Cal.)			174.	Bakersfield (Cal.)	55,688	82	170.	Topeka (Kana.)	26,938 26,805	159
18.	Boston (Mass.)	433,508	7	116.	Reading (Pa.)	55,500	83	137.	Sieux Falis (S. D.)	26,778	100
6.	Pittaburgh (Ps.)	419,810 380,476		81.	Little Rock-North Little		1000	13.0			
24.	St. Lauis (Ma.)	384,707	10	105. 27.	Rock (Ark.)	88,274 55,093 54,955	84 85 86	148. 192.	Terre Haute (Ind.)	26,157	161 162
10.	Cleveland (Ohio)	351,873	11	48.	Fall River-New Bedford	34,900	96	109. 173.	Pittsfield (Mass.)	25,780 25,515	163
12.	Minneapelis-St. Paul (Minn.)	283,514	12	1000	(Mass.). Wilkes-Barre-Hazelton (Pa.)	84,751	87	55.	Galveston (Tex.)	25,485	160
4.	Buffalo (N. Y.)	258,948 251,372	13	161.	Wilkes-Barre-Hazelton (Pa.)	54,384	88	184.	Champaign-Urbana (Ift.)	25,415	186
2.	Kaneas City (Mo.)	246,753	15	101.	Brownsville-Harlingen- McAllen (Tex.)	82.373	89	114.	Racine (Wisc.)	25,371	167
n.	Milwaukee (Wisc.)	218,851	16	46.	Erie (Pa.)	82,285	90	50. 163.	Fort Smith (Ark.)	25,181	161
2.	Baltimore (Md.)	209,589	17			50,250		189.	Anderson (Ind.)	24,945 24,821	100
15.	Dallas (Tex.)	198,839	18	45.	El Paso (Tex.)	\$2,028	16	1000	***************************************	84,021	
1.	Cincinnati (Ohio)	198,234	19	61.	Fort Wayne (Ind.)	51,920	92	204.	Las Vegas (Nov.)	24,530	171
	rortimo (ore.)	197,386	20	158.	Wheeling-Steuberville			203.	Lake Charles (La.)	24,473	172
16.	Indianapolio (Ind.)	179,911	21	144.	(W. VaOhio)	51,552 50,684	93 94	86.	Macon (Ga.)	24,483	173
8.	Atlanta (Ga.)	178,165	22	85.	Lubbock (Tex.)	50,602	95	88. 157.	Manchester (N. H.)		174
19.	Denver (Calo.)	172,775	23	154.	Lubbock (Tex.)	50,195	96	190.	Elmira (N. Y.)	24,269	170
10.	Seattle (Wash.)	164,532	24	75.	Lancaster (Pa.)	49.570	97	227.	Tyler (Tex.)	23,343	177
9.	San Diego (Cal.)	162,137 160,956	28 28	26.	Charlotte (N. C.)	48,352	98	113.	Pueblo (Cola.)	23,155	178
И.	Louisville (Ky.)	142,280	28	65.	Columbia (S. C.) Huntington-Ashland	45,493	99	143.	Springfield (Ohio)	22,905	171
13.	Hartford-New Britain (Conn.)	141,990	28		(W. VaKy.)	45,002	100	9.	Atlantic City (N. J.)	22,834	180
0.	Memphia (Tenn.)	138,279	29			10,002	100	216.	Port Huron (Mich.)	22,162	181
12.	Previdence-Pawtucket (R. I.)	126,307	30	58.	Greensboro-High Point			213.	Oskosh (Wisc.)	21,895	182
0.	Bridgeport-Stamford-		- 88	-	(N. C.). Johnstown (Pa.)	44,766	101	207.	Manafield (Ohia)	21,507	183
	Norwalk (Coon.)	123,906	31	70.	Johnstown (Pa.)	42,918	102	220.	Reno (Nev.)	21,438	184
3.	Columbus (Ohin)	122,657	32	8.	Mobile (Ala.)	42,569 41,164	103	183.	Fargo (N. D.)	21,263	188
9.	Rochester (N. Y.)	121,646	33	11.	Austin (Tex.)	41,006	105	177.	Durham (N. C.)	20,994 20,802	180
9.	Toledo (Otio)	117,440	34	165.	York (Pa.)	40,087	106	214.	Paducah (Ky.)	20,768	188
2.	Albany-Schenectady-Troy (N. Y.)	110 000		155.	Waco (Tex.)	39,980	107	96.	Muncie (Ind.)	20,701	181
18.	Youngstown (Ohio)	115,533 114,501	35 36	16. 59.	Binghamton (N. Y.)	39,844	108	78.	Lexington (Ky.)		190
7.	Birmingham (Ala.)	114,291	37	120.	Greenville (S. C.)	39,591	109	-			
12.	Fort Worth (Tox.)	112,508	38	140.	mooning (iii)	30,570	110	57.	Green Bay (Wisc.)		191
1.	Akron (Ohio)	100,304	39	68.	Jackson (Miss.)	38,509	111	179. 231.	Bloomington (III.)	20,287 20,242	192
7.	San Antonie (Tex.)	108,596	40	229.	West Palm Beach (Fla.)	38,184	112	5.	Altoona (Pa.)		194
7.	New Haven-Waterbury			140.	Springfield (III.)	38,179	113	7.	Asheville (N. C.)	19,994	198
-	(Conn.)	106,177	41	13.	Baton Rouge (La.)	37,276	114	198.	Hutchinson (Kans.)		190
17.	Dayton (Ohio)	- 107,287	42	47.	Boise (Ida.)	37,014 36,899	115	228.	Watertown (N. Y.)	19,462	197
28.	San Bernardine (Cal.)	106,781	43	60.	Hamilton-Middletown (Ohio)	36,593	117	221. 123.	Richmond (Ind.)	19,406 19,381	190
02.	Oklahoma City (Okla.)		44	61.	Hampton-Newport News-			212.	New Castle (Pa.)		200
17.	Omaha (Nebr.)	105,244 100,987	45		Warwick (Va.)	38,237	118				1
8.	New Orleans (La.)	100,410	46 47	3. 104.	Albuquerque (N. M.) Orlando (Fla.)	36,119	119	187.	Danville (III.)	18,946	20
10.	Flint (Mich.)	98,596	48	104.	Oriando (Pul.)	35,671	120	54.	Gadaden (Ala.)		200
17.	Tampa-St. Petersburg (Fla.).	97,732	49	160.	Wichita Falls (Tex)	35,086	121	226. 126.	Texarkana (Ark.)		200
и.	Worcester (Mass.)	91,942	50	122.	Saginaw (Mich.)	34,412	122	73.	Kenosha (Wisc.)		20
13.	Tuisa (Okta.)	00 770		232.	Yakima (Wash.)	34,152	123	217.	Portsmouth (Ohio)	18,107	20
4.	Allestown-Bethiahem-	90,779	51	87.	Madison (Wisc.)	33,922	124	79.	Lima (Ohio)	17,966	207
201	Easton (Pa.)	89,623	52	23. 152.	Cedar Rapids (Iowa)	33,890	125	194.	Fayetteville (N. C.)		201
10.	Wichita (Kans.)	86,872	53	20.	Tucson (Ariz.) Brockton (Mass.)	33,882 33,623	126 127	206. 188.	Lynchburg (Va.)	17,274	206
8.	Nashville (Tenn.)	86,762	54	10.	Augusta (Ga.)	33,613	128	100.	Convine (Va.)	17,084	216
10.	Jacksonville (Fla.)	86,361	55	110.	Portland (Me.)	33,565	129	185.	Colorado Springe (Colo.)	17,038	21
00.	Springfield-Holyake (Mass.), Herfolk-Portamouth (Va.)	85,632 84,916	56	175.	Battle Creek (Mich.)	33,523	130	206.	Lewiston-Auburn (Me.)	16,806	213
10.	Des Moines (Iewa)	78,488	58	222.	Salam (Ora.)	30 407	131	176.	Bellingham (Wash.)	16,732	21
11.	San Jese (Cal.)	73,500	50	82.	Salem (Ore.). Lorain-Elyria (Ohio)	32,465 32,375	131	42.	Onden (Httph)	16,634	21
n.	Sacramento (Cal.)	73,487	60	24.	Charleston (S. C.)	32,275	133	101.	Ogden (Utah)	16,467 16,301	21
15.	Guerauma /M M)	4	-	71.	Kalamazoo (Wich.)	32,117	134	171.	Appleton (Wisc.)	16,290	21
0.	Syracuse (N. Y.)	69,827	61	32.	Columbus (Ga.)	32,094	135	183.	Butte-Anaconda (Mont.)	16,002	21
8.	Shreveport (La.)	68,974 68,913	62	195.	Fort Lauderdale (Fla.)	31,966	136	196.	Great Falls (Mont.)	15,921	21
13.	Freeno (Cal.)	67.848	64	115.	Eugene (Ore.)	31,861 31,495	137	178.	Biloxi-Gulfport (Miss.)	15,099	22
7.	Richmond (Va.)	66.264	65	94.	Montgomery (Ala.)	31,444	138 139	224.	Sheboygan (Wisc.)	15,840	22
2.	Wilmington (Del.)	65,882	68	167.	Abilene (Tex.)	31,047	140	168.	Alexandria (La.)		22
2.	Harrisburg (Pa.)	64,386	67				100	202.	Lafayette (Ind.)		22
16.	Davenport-Rock Island-	64,383	88	132.	Savannah (Ga.) Jamestown (N. Y.)	30,495	141	233.	Zanesville (Ohio)	14,909	22
-	Moline (lows-III.)	63,188	89	199.	Decatur (III.)	30,243	142	201.	La Crosse (Wisc.)	14,086	22
W.	Laneing (Mich.)	63,122	70	200.	Joelin (Mo.)	30,155 29,458	143	182.	Burlington (Vt.)	14,043	22
				118.	Reanoke (Va.)	29,432	145	230. 219.	Wilmington (N. C.)	13,868 13,507	22
5.	Satt Lake City (Utah)	62,300	71	215.	Pensacola (Fla.)	28,225	146	210.	Newark (Ohio)	13,007	22
8.	Knoxville (Tenn.)	00,593	72	228.	Spartanburg (S. C.)	28,005	147	197.	Hagerstown (Md.)	13,070	23
10.	Beacon (N. Y.)	50 000	79	142.	Springfield (Mo.)	28,906	148	0.83			1
26.	Charleston (W. Va.)	89,978 89,877	73	208.	Muskegen (Mich.)	28,800	149	172.	Auburn (N. Y.)	11,018	23
43.	Duluth-Superior			200.	white evest menroe (La.)	28,617	150	186.	Cumberland (Md.)		233
TOTAL S	(MinnWisc.)		75	133.	Scranton (Pa.)		151	77.	Laredo (Tex.)	8,000	23

AUTOMOTIVE DEALERS & STORE SALES

3RD
IN THE
CAROLINAS!
18TH
IN THE
SOUTH!

Come Easier in the Growing

GREENSBORO

Metropolitan County Market

LEADS 10 LARGER AND 122

OTHER METROPOLITAN

Families Rank	Families 1/1/55 (000)	Metropolitan County Area	Auto Dirs. & Store Sales (000)	Auto Dirs. & Store Sales Rank	1954 Over 1953 Gain (000)	*1954 Over 1948 Gein (000)
109	55.3	GREENSBORO, N. C.	\$44,766	101	-\$4,484	\$18,760
80	78.5	Johnstown, Pa.	42,918	102	- 2,822	12,485
85	74.0	Mobile, Ala.	42,569	103	- 2,431	15,805
98	63.6	York, Pa.	40,087	106	- 6,862	14,756
105	58.1	Binghamton, N. Y.	39,844	108	- 1,622	10,034
104	58.5	Baton Rouge, La.	37,276	114	- 3,976	13,950
108	55.6	Evansville, Ind.	36,899	116	- 2,525	13,787
101	60.4	Tuscon, Ariz.	33,882	126	- 1,932	16,698
95	65.2	Augusta, Ga.	33,613	128	— 958	15,513
87	72.7	Scranton, Pa.	28,512	151	- 2,774	6,591

3RD in the CAROLINAS' COUNTY MARKETS

	Families		1954 Auto Dirs.	Auto Dirs.	1954 Over 1953 Gain	*1954 Over 1948 Gain
Families Rank	(000)	Metropolitan County Area	& Store Sales (000)	Rank	(000)	(000)
103	58.9	Charlotte, N. C.	\$46,352	98	-\$7,030	\$16,829
139	41.5	Columbia, S. C.	45,493	99	- 4,757	19,207
109	55.3	GREENSBORO, N. C.	44,766	101	- 4,484	18,760
114	50.0	Greenville, S. C.	39,591	109	- 2,529	14,930
115	49.6	Charleston, S. C.	32,275	133	- 1,772	11,504
154	37.5	Raleigh, N. C.	31,495	138	- 2,090	12,050
132	44.3	Winston-Salem, N. C.	24,945	169	- 586	9,915
192	28.5	Durham, N. C.	20,994	186	- 2,695	6,325
164	34.9	Asheville, N. C.	19,994	195	- 1,884	6,028

...\$118,155,000 AUTO. SALES IN GREENSBORD ABC

*U. S. Bureau of Census Figures 1948. All other figures Sales Management Survey of Buying Power, 1955 and 1954.

OVER 100,000 CIRCULATION DAILY!

OVER 400,000 READERS DAILY!

Greensboro News and Record

GREENSBORD, NORTH CAROLINA
Represented Nationally by Jann & Kelley, Inc.



Dollar Volume Ranking of Metropolitan County Areas Estimates, 1954, for DRUG STORE SALES in Descending Order

	OM	Fatimi	ites,	דככו,	tor DKOC 210K	L SALL	.5 III I	Desci	ending Order		
Code Num- ber	CITY and STATE	DRUG STORE SALES (add 000)	Rank in Group	Code Num- ber	CITY and STATE	DRUG STORE SALES (add 000)	Rank in Group	Code Num- ber	CITY and STATE	DRUG STORE SALES (add 000)	Rank in Group
90.	New York-N. E. New Jersey		-	15.	Beaumont-Port Arthur (Tex.)	8,356	77	142.	Springfield (Mo.)	4,104	154
	(N. YN. J.)	405,240	1	51.	Fort Wayne (Ind.)	8,166	78	7.	Asheville (N. C.)	4.085	156
83.	Los Angeles (Cal.)	245,434	2	135.	Shreveport (La.)	8,103	79	169.	Anderson (Ind.)	4,007	156
28.	Chicago (III.)		3	76.	Lansing (Mich.)	8,000	80	148.		3,947	157
06.	Detroit (Mich.)	172,449 115,433	5	22.	Conten (Obje)	7,913	81	114.	Racine (Wisc.)	3,930	158
18.	lieston (Maan.)	101,510	6	11.	Canton (Ohio)	7,818	82	86.	Macon (Ga.)	3,878	160
130.	lieston (Mass.). San Francisco-Oakland (Cal.)	88,180	7	138.	Austin (Tex.) South Bend (Ind.)	7.813	83			0,000	177
156.	Washington (D. C.)	87,587	8	34.	Corpus Christi (Tex.)	7,811	84	88.	Manchester (N. H.)	3,823	161
108.	Pittsburgh (Pa.)	66,129	9	87.	Madison (Wisc.)	7,650	85	185.	York (Pa.)	3,818	162
72.	Kansas City (Mo.)	65,909	10	81.	Little Rock-North Little			143.	Springfield (Ohio)	3,665	163
30.	Cleveland (Ohlo)	65,482	11	150.	Rock (Ark.)	7,650	86	14,	Bay City (Mich.)	3,608 3,602	165
124.	St. Louis (Mo.)	63,066	12	100.	(W. VaOhio)	7,529	87	202.	Elkhart (Ind.)	3,583	166
12.	Baltimore (Mil.)	53,858	13	146.	Tacoma (Wash,)	7,453	88	187.	Danville (III.)	3.571	167
92.	Minneapolis-St. Paul (Minn.)	48,578	14	43.	Duluth-Superior			44.	Durham (N. C.)	3.568	168
90.	Miami (Fla.)	47.134	15		(Minn-Wisc.)	7,270	89	215.	Pensacola (Fla.)	3,565	169
35.	Onlins (Tex.)	37,641	16	170.	Ann Arbor (Mich.)	7,226	90	191.	Eugene (Ore.)	3,515	170
66.	Houston (Tex.) Indianapolis (Ind.)	37,219 36,240	18	105.	Peorla (III.)	7,197	91	208.	Lynchburg (Va.)	3.512	171
29.	Cincinnati (Ohin)	35.175	19	47.	Evansville (Ind.)	7,190	92	32.	Columbus (Ga.)	3,449	172
39.	Denver (Colo.)	35.148	20	195.	Fort Lauderdale (Fla.)	7,182	93	157.	Waterloo (Iowa)	3,447	173
				181.	Brownsville-Harlingen-			109.	Pittsfield (Mass.)	3,445	174
21.	Buffalo (N. Y.)	34,700	21		McAllen (Tex.)	7.092	94	204.	Las Vegas (Nev.)	3,442	175
91.	Milwaukee (Wisc.)	31,636	22	25.	Charleston (W. Va.)	7.076	95	199.	Jamestown (N. Y.)	3.422	176
8.	New Orleans (La.)	31,238 29,902	23 24	220. 161.	Reno (Nev.) Wilkes-Barre-Hazelton (Pa.)	7,063 6,922	96	95.	Muncie (Ind.)	3,302 3,126	177
84.	Louisville (Ky.)	28,223	25	151.	Trenton (N. J.)	6,900	96	101.	Ogden (Utah)	3,121	179
134.	Seattle (Wash.)	27.804	26	71.	Kalamazoo (Mich.)	6,816	99	200.	Jeplin (Mo.)	3,112	180
129.	San Diego (Cal.)	25,704	27	9.	Atlantic City (N. J.)	6,616	100				100
63.	Hartford-New Britain (Conn.)	25,456	28					137.	Sioux Falls (S. D.)	3,111	181
112.	Providence-Pawtucket (R. I.)		29	26.	Charlotte (N. C.)	6,614	101	216.	Port Huron (Mich.)	3,076	182
37.	Dayton (Ohio)	21,383	30	86.	Lubbock (Tex.)	6,613	102	225.	Spartanburg (S. C.)	3,076	182
111.	Pertland (Ore.)	21,135	31	13.	Baton Rouge (La.)	6,585	103	222. 57.	Salem (Ore.)	3,074	184
33.	Columbus (Ohio)	21,138	32	58.	Greensboro-High Point (N.C.)	6,458	105	214.	Paducah (Ky.)	3,003	186
19.	Bridgeport-Stamferd-		1	104.	Orlando (Fla.)	6,434	106	192.	Everett (Wash)	2,990	187
2.77	Norwalk (Conn.)	21.085	33	85.	Huntington-Ashland	24.00		227.	Tyler (Tex.)	2,834	188
97.	New Haven-Waterbury			1	(W. VaKy.)	6,345	107	179.	Tyler (Tex.)	2.809	189
	(Conn.)	20,971	34	122.	Saginaw (Mich.)	6,231	108	193.	Farge (N. D.)	2,791	190
128. 52.	San Bernardino (Cal.)	20,752	35	229. 55.	West Palm Beach (Fla.)	6,161	100	000		0.704	191
119.	Rochester (N. Y.)	18,926 18,601	37	30.	Galveston (Tex.)	6.078	110	226.	Texarkana (Ark.)	2,764 2,756	192
147.	Tampa-St. Petersburg (Fla.)	18,368	38	120.	Rockford (III.)	6,019	111	187.	Altoona (Pa.)	2,744	193
127.	San Antonie (Tex.)	17,828	39	175.	Battle Creek (Mich.)	6.007	112	173.	Bangor (Me.)	2,738	194
56.	Grand Rapids (Mich.)	17,828	40	140.	Springfield (III.)	5,983	113	188.	Danville (Va.)	2,687	195
				3.	Albuquerque (N. M.)	5.826	114	221.	Richmond (ind.)	2,657	198
107.	Phoenix (Ariz.)	17,676	41	174.	Bakersfield (Cal.)	5,817	115	178.	Biloxi-Gulfport (Miss.)	2,847	197
141.	Memphis (Tenn.)	17,602 17,287	42	116.	Brockton (Mass.)	5,798 5,794	116	228.	Watertown (N. Y.)	2,646	198
149.	Tolede (Ohie)	16,426	44	8.	Amarillo (Tex.)	5,694	118	207.	Mansfield (Ohio)	2,551	200
100.	Norfolk-Portsmouth (Va.)	16,288	45	48.	Erie (Pa.)	5,663	119				-
103.	Omaha (Nebr.)	15,526	48	144.	Erie (Pa.)	5,611	120	231.	Williameport (Pa.)	2,548	201
102.	Oklahoma City (Okla.)	15,491	47				1	213.	Oshkoeh (Wisc.)	2,537	202
184.	Worcester (Mass.)	15,483	48	110.	Portland (Me.)	5,605	121	177.	Billings (Mont.)	2,535	203
117.	Flint (Mich.)	15,127 15,944	50	16.	Binghamton (N. Y.)	5,548 5,546	122 123	73.	Kenosha (Wisc.)	2,499 2,449	204
	***************************************	10,010	-	80.	Lincoln (Nebr.)	5,512	124	203.	Lake Charles (La.)	2,443	208
89.	Jacksonville (Fla.)	14,733	51	200.	Muskegon (Mich.)	5,508	125	113.	Pueble (Colo.)	2,442	207
17.	Birmingham (Ala.)	14,706	52	78.	Lexington (Ky.)	5,473	126	79.	Lima (Ohio)	2,418	208
1.	Akron (Ohio)	14,167	63	31.	Columbia (S. C.)	5,391	127	217.	Portsmouth (Ohio)	2.374	209
188.	Youngstown (Ohio)	13,590	54	87.	Jackson (Mich.)	5,351 5,180	128 129	190.	Hutchineen (Kans.)	2,385	210
48.	Fall River-New Bedford	13,474	- 00	123.	Lorain-Elyria (Ohio)	5,172	130	50.	Fort Smith (Ark.)	2,343	211
101	(Mass.)	13,185	56	120.	36. 3606pm (1810.)	0,114		126.	San Angelo (Tex.)	2,343	212
131.	San Jose (Cal.)	12,967	87	59.	Greenville (S. C.)	5,157	131	212.	New Castle (Pa.)	2,311	213
2.	Albany-Schenectady-Troy	I was the		75.	Lancaster (Pa.)	8,140	132	188.	Cumberland (Md.)	2,287	214
0.00	(N. Y.)	12,721	58	61.	Hampton-Newport News-		400	194.	Fayetteville (N. C.)	2,280	218
150.	Wichita (Kana.)	12,038	59	190	Warwick (Va.)	5,106	133	190.	Elmira (N. Y.)	2,239	216
125.	Salt Lake City (Utah)	11,636	60	182.	Savannah (Ga.)	5,037 4,973	134	176.	Bellingham (Wash.) Ouincy (III.)	2,228 2,067	217
153.	Tulea (Okla.)	11,522	61	133.	Scranton (Pa.)	4,951	136	219.	Zanesville (Ohio)	2,063	219
96.	Nashville (Tenn.)	11,237	62	80.	Hamilton-Middletown (Ohio)	4,860	137	54.	Gadeden (Ala.)	2,000	220
145.	Syracuse (N. Y.)	11,100	63	223.	Santa Barbara (Cal.)	4,808	138	-			
74.	Knoxville (Tenn.)	10,582	84	118.	Roanoke (Va.)	4,748	130	171.	Appleton (Wisc.)	2,045	221
62.	Harrisburg (Pa.)	10,408	65	24.	Charleston (S. C.)	4,840	140	197.	Hagerstown (Md.)	2,008	222
40. 93.	Des Moines (Iowa) Mobile (Ala.)	10,266	67	136.	Sinus City (Icana)	4,812	141	224.	Sheboygan (Wisc.) Lewiston-Auburn (Me.)	1,986	223 224
182.	Tucson (Ariz.)	10,212	86	155.	Sioux City (Iewa)	4,812	141	205. 168.	Alexandria (La.)	1,947	224
53.	Freeno (Cai.)	9,948	09	211.	New London-Norwich (Conn.)		143	201.	La Crosse (Wisc.)	1,830	228
4.	Allentown-Bethishern-	1 100000		115.	Raleigh (N. C.)	4.468	144	77.	Laredo (Tex.)	1,753	227
	Easten (Pa.)	9,830	70	10.	Augusta (Ga.)	4.448	145	210.	Newark (Ohio)	1,648	228
		100		232.	Yakima (Wash.)	4,304	146	182.	Burlington (Vt.)	1,618	229
36.	Davenpert-Rock Island-		1	100.	Wichita Fails (Tex.)	4.279	147	183.	Butte-Anaconda (Mont.)	1,573	230
989	Moline (lows-III.)	8,802	71	184.	Champaign-Urbana (III.)		148	1	Auburn (M. M.)	9 400	004
162.	Wilmington (Del.)	8,882	71 73	180.	Boise (Ida.) Topoka (Kana.).	4,252	149	172.	Auburn (N. Y.)	1,482	231 232
45.	El Paso (Tex.)	8,744	74	100.	10post (************************************	4,220	100	196.		1,438	232
139.	Spokane (Wash.)	8,000	75	66.	Jackson (Miss.)	4,160	151	-			,
218.	Paughkeepsie-Newburgh-	10000		70.	Johnstown (Pa.)	4,140	152	To	tal Above Metropolitan Areas	3,648,791	
	Beacon (N. Y.)	8,428	76	163.	Wineton-Salem (N. C.)	4,114	153			15.0	

2ND
IN THE
CAROLINAS!
20TH
IN THE
SOUTH!

DRUG STORE SALES Come Easier in the Growing GREENSBORO

Metropolitan County Market

LEADS 12 LARGER AND 116 OTHER METROPOLITAN COUNTY AREAS!

	Families		1954 Drug Store	Davis Chan	1954 Over 1953	*1954
Families	1/1/55	Metropolitan	Sales	Drug Store Sales	Gain	Over 1948 Gein
Rank	(000)	County Area	(000)	Rank	(000)	(000)
109	55.3	GREENSBORO, N. C.	\$6,458	105	-\$ 93	\$1,967
88	70.7	Huntington-Ashland, W. Va Ky.	6,345	107	504	722
84	75.1	Bakersfield, Calif.	5,817	115	- 108	695
83	76.7	Reading, Pa.	5,798	116	31	921
94	67.9	Erie, Pa.	5,663	119	- 332	906
89	70.5	Stockton, Calif.	5,611	120	- 24	820
91	69.3	Lancaster, Pa.	5,140	132	61	888
87	72.7	Scranton, Pa.	4,951	136	- 59	265
80	78.5	Johnstown, Pa.	4,140	152	78	426
98	63.6	York, Pa.	3,818	162	— 306	784

in the CAROLINAS' COUNTY MARKETS!

	Families		1954 Drug Store	Drug Store	1954 Over 1953	*1954 Over 1948
Families Rank	(000)	Metropolitan County Area	Sales (000)	Sales Rank	Gain (000)	Gain (000)
103	58.9	Charlotte, N. C.	\$6,614	101	-\$410	\$ 921
109	55.3	GREENSBORO, N. C.	6,458	105	— 93	1,967
139	41.5	Columbia, S. C.	5,391	127	- 100	1,339
114	50.0	Greenville, S. C.	5,157	131	98	910
115	49.6	Charleston, S. C.	4,640	140	127	770
154	37.5	Raleigh, N. C.	4,468	144	74	784
132	44.3	Winston-Salem, N. C.	4,114	153	231	1,105
164	34.9	Asheville, N. C.	4,085	155	- 36	583
192	28.5	Durham, N. C.	3,568	168	- 144	885

... \$15,865,000 DRUG SALES IN GREENSBORD ABC

*U. S. Bureau of Census Figures 1948. All other figures Sales Management Survey of Buying Power, 1955 and 1954.

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OVER 400,000 READERS DAILY!

Greensboro News and Record

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only with those appeals to which most people respond most eagerly. And because reader enthusiasm spills over from page to page, advertisers profit. Remember, too, in the 324 counties doing 79.5% of supermarket sales, the American Weekly delivers 8,240,197 families—many more than Life and the Saturday Evening Post combined, for about one half the cost.

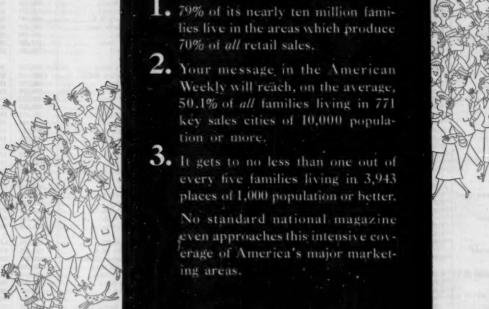
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AMERICAN WEEKLY	\$ 3.01	\$ 1.80	\$1.15	\$ 0.59
Life	5.45	-	2.37*	-
Saturday Evening Post	5.45	3.14	2.48*	1.33**
Collier's	4.84	2.86	2.23*	1.33**
Look	5.44	3.23	2.53*	1.50**
Ladies' Home Journal	4.10	2.33	1.86*	
McCall's	4.05	2.24	1.82*	.93**

*1/2 p. black and 1 color rate. **1/4 p. black and 1 color rate.

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BRANCH OFFICES: ATLANTA . BOSTON . CHICAGO . CLEVELAND . DETROIT . LOS ANGELES . SAN FRANCISCO

because Enthusiasm moves people, moves products

Dollar Volume Ranking of Metropolitan County Areas Estimates, 1954, for TOTAL NET EFFECTIVE BUYING INCOME in Descending Order

lade lum- ber	CITY and STATE	Estimates (Add 900)	Rank in Group	Code Num- ber	CITY and STATE	Estimates (Add 000)	Rank in Group	Code Num- ber	CITY and STATE	Estimates (Add 000)	Ran in Gree
99.	New York-N. E. New Jersey			118.	Reading (Pa.)	454,935	77	229.	West Paim Beach (Fla.)	190,131	182
	(N. YN. J.)	27,284,342	1	218.	Paughkeersie-Newburgh- Beacon (N. Y.)	450 073	78	36. 232.	Macon (Ga.)	197,371 196,868	153
8.	Chicago (III.)	12,224,933 10,143,970	3	36.	Davenport-Rock faland	450,673	10	169.	Anderson (Ind.)	193,571	155
6.	Philadciphia (Pa.)	7,134,233	4		lowa-(III.)	448,747	79	225.	Spartanburg (S. C.)	192,897	156
11.	Detroit (Mich.)	6,624,661		130.	Spokane (Wash.)	440,968	80	23.	Cedar Rapids (Iowa)	192,525	157
10.	San Francisco-Oakland (Cal.)		6	-		400 471	-	190.	Boise (Ida.)	191,299	158
8.	Boston (Mass.)	5,281,122 3,823,412	8	78.	Lancaster (Pa.)	438,471	81 82	157. 156.	Waterice (lewa)	190,895 190,281	159
6.	Washington (D. C.)	3,676,896		184.	Utica-Rome (N. Y.)	427,385	83	100.	Walls (Tex.)	100,201	1
0.	Cleveland (Ohio)	3,321,895	10	174.	Bakersfield (Cal.)	425.750	84	136.	Sloux City (Iowa)	190,210	161
.	0. 1 t- (0.0-1)	2 074 040		51.	Fort Wayne (Ind.)	306,048	88	223.	Santa Barbara (Cal.)	190,119	163
2.	St. Louis (Me.)	3,274,240 2,228,879	11 12	43.	Oututh-Superior (Minn,-Wisc.)	383,552	86	5. 38.	Altoona (Pa.)	184,196	164
2.	Minneapolie-St. Paul (Minn.)		13	46.	Erie (Pa.)	391,492	87	67.	Jackson (Mich.)	184,073	168
1.	Buffalo (N. Y.)	1,945,804	14	15.	Beaumont-Port Arthur (Tex.)	379,980	88	207.	Mansfield (Ohio)	182,669	166
4.	Houston (Tex.)	1,899.026	15	144.	Stockton (Cal.)	372,855	80	148.	Terre Haute (Ind.)	181,417	167
11.	Milwaukee (Wiec.)	1,815,010	16	76.	Lansing (Mich.)	371,572	90	203.	Lake Charles (La.) New Castle (Pa.)	177,884 176,223	160
2.	Kansas City (Me.)	1,712,908	18	45.	El Paso (Tex.)	369,906	91	215.	Pensacola (Fla.)	171,231	170
4.	Seattle (Wash.)	1,582,761	19	70.	Johnstown (Pa.)	365,335	92				
5.	Dallas (Tex.)	1,484,440	20	26.	Charlotte (N. C.)	361,729	93	57.	Green Bay (Wiec.)	169,076	171
	Atlanta (On)	1,321,481	94	13.	Baton Rouge (La.)	368,531 363,262	96	96. 189.	Muncie (Ind.)	168,114	177
8. 9.	Atlanta (Ga.)	1,318,524	21 22	133.	Streveport (La.)	351,578	96	204.	Las Vogas (Nev.)	164,120	174
1.	Pertland (Ore.)	1,292,780	23	93.	Mobile (Ala.)	347,354	97	78.	Lexington (Ky.)	162,612	17
3.	Hartford-New Britain (Conn.)	1,284,827	24	87.	Madison (Wisc.)	345,324	98	7.	Ashevilie (N. C.)	160,164	17
0.	Miami (Fla.)	1,271,313	28	195.	York (Pa.)	341,067	99	79.	Lima (Ohio)	187,077	17
6.	Indianapolis (Ind.)	1,237,190	26	27.	Chattanooga (Tenn.)	336,888	100	123.	St. Joseph (Me.)	156,485 158,147	171
9.	Bridgeport-Stamferd- Norwalk (Conn.)	1,235,118	27:	65.	Huntington-Ashland		1000	213.	Oshkosh (Wisc.)	155,552	18
8.	New Orleans (La.)	1,204,613	28		(W. VaKy.)	332,941	101			100,000	-
0.	Denver (Colo.)	1,187,730	29	81.	Little Rock-North Little			142.	Springfield (Me.)	155,516	18
7.	New Haven-Waterbury		-		Rock (Ark.)	328,797	102	194.	Fayetteville (N. C.)	163,892	18:
	(Cenn.)	1,117,727	30	34.	Corpus Christi (Tex.) Binghamton (N, Y,)	328,730 325,811	103	178.	Biloxi-Gulfport (Miss.) Williamsport (Pa.)	153,324 151,335	183
2.	Providence-Pawtucket (R. 1.)	1,109,844	31	181.	Brownsville-Harlingen-	020,011	104	231.	Port Huron (Mich.)		18
3.	Columbus (Ohio)	1,064,718	32		McAllen (Tex.)	325,044	105	202.	Lafayette (Ind.)		18
4.	Louisville (Ky.)	1,063,375	33	152.	Tucson (Ariz.)	320,937	106	222.	Salem (Ore.)	148,456	18
7.	Dayton (Ohio)	990,947	34	56.	Greensbore-High Point	***	100	73.	Kenosha (Wisc.)		18
6.	Youngetown (Ohio)	998,327	35	120.	(N. C.)	312,556 308,834	107	185.	Colorade Springs (Cels.) Banger (Me.)	144,592 144,422	18
2.	Rochester (N. Y.)	508,846	-	20.	Brockford (III.)	307,289	100	173.	mangar (rete.)	144,462	10
4.	(N. Y.)	950,856	37	47.	Evansville (Ind.)	306,767	110	14.	Bay City (Mich.)	144,388	19
14.	Worcestor (Mass.)	889,496	38					187.	Danville (III.)	142,434	18
9.	Toledo (Ohio)	886,076	39	3.	Albuquerque (N. M.)	303,777	111	101.	Ogden (Utah)	142,156	19
7.	Birmingham (Ala.)	868,037	40	10.	Augusta (Ga.)	302,519 294,959	112	190. 220.	Elmira (N. Y.)	140,967 139,949	19
18.	San Bernardine (Cal.)	832,843	41	60.	Hamilton-Middletown (Ohio)	280,764	114	224.	Sheboyran (Wiec.)	136,922	19
1.	Akron (Ohlo)	829,353	42	50.	Greenville (S. C.)	209,835	115	200.	Joplin (Mo.)	135,819	19
12.	Fort Worth (Tex.)	819,294	43	11.	Austin (Tex.)	289,247	116	137.	Sioux Falis (S. D.)	135,254	19
10.	Memphia (Tenn.)	814,568	44	211.	New London-Norwich (Conn.)	284,631	117	113.	Pueblo (Colo.)	134,622 134,891	19
10.	Norfolk-Portamouth (Va.) Springfield-Holyoke (Mass.) .	805,926 803,860	46	61.	Hampton-Newport News- Warwick (Va.)	259,183	118	171.	Appleton (Wisc.)	184,891	24
7.	San Antonio (Tex.)	788,517	47	122.	Saginaw (Mich.)	259,125	119	179.	Bloomington (III.)	130,494	20
4.	Allentown-Bethlehem-	1000		110.	Portland (Ma.)	258,535	120	205.	Lewiston-Auburn (Me.)	126,612	20
	Easton (Pa.)	753,862	40	-			-	54.	Gadeden (Ala.)	124,138	20
7.	Tampa-St, Potersburg (Fla.).	680,525	80	32. 170.	Columbus (Ga.)	258,784 252,749	121 122	221.	Richmond (Ind.)	122,574 122,200	26
7.	Phoenix (Ariz.)	888,863	00	86.	Lubbock (Tex.)	250,358	123	217. 183.	Butte-Anaconda (Mont.)	120,060	20
1.	San Jose (Cal.)	686,007	81	88.	Manchester (N. H.)	244,500	124	228.	Watertown (N. Y.)	118,306	20
3.	Omaha (Nebr.)	661,708	52	191.	Eugene (Ore.)	242,916	125	177.	Billings (Mont.)	117,905	20
1.	Sacramento (Cal.)	661,117	53	71.	Kalamazos (Mich.)	239,294	126	188.	Danville (Va.)	116,988	20
5.	Syracuse (N. Y.)	628,333 605,132	54 56	140.	Springfield (III.)	235,349 230,014	127	42.	Dubuque (Iowa)		21
2.	Okiahoma City (Okia.)		56	31.	Columbia (S. C.)		128	167.	Newark (Ohio)	115,977	21
7.	Richmond (Va.)	597,002	57	24.	Charleston (S. C.)		130	200.	Monroe-West Monree (La.).	115,281	21
19.	Flint (Mich.)	567,403	58					196.	Great Falls (Mont.)	115,006	21
16.	Fall River-New Bodford	***	-	80.	Lincoln (Nebr.)	225,756	131	201.	La Crosse (Wisc.)	114,716	21
10.	(Mass.)	565,290 544,406	80	114.	Racine (Wisc.)	225,642 223,125	132	168.	Alexandria (La.)	113,231 112,938	21
-	water respins (micro)	544,406	- 50	88.	Jackson (Miss.)	223,078	134	193.	Fargo (N. D.)	112,453	21
8.	Wheoling-Steubenville			6.	Amarillo (Tex.)	222,600	135	126.	San Angelo (Tex.)	111,784	21
	(W. Va.)	535,522	81	55.	Galveston (Tex.)	219,135	136	214.	Paducah (Ky.)	111,164	21
6.	Nashville (Tenn.)		63	132.	Savannah (Ga.)	219,061 218,394	137	100	Hagerstown (Md.)	109,460	2
2.	Canton (Ohio)	524,369 520,611	64	195.	Battle Creek (Mick.)	218,394	138	197. 226.	Texarkana (Ark.)	108,488	2
0.	Jacksonville (Fla.)		65	100.	Pittsfield (Mass.)	214,710	140	186.	Cumberland (Md.)	105,491	2
6.	Tacoma (Wash.)	515,063	66					206.	Lynchburg (Va.)	104,613	2
2.	Harrisburg (Pa.)	511,946	87	184.	Champaign-Urbana (III.)	212,297	141	172.	Auburn (N. Y.)	100,335	2
0.	Wichita (Kans.)		68	104.	Orlando (Fla.)	211,751	142	227.	Tyler (Tex.)	99,301	2
3. 6.	Tuisa (Okia.)	497,964	70	115.	Raleigh (N. C.)	209,714 208,396	144	176. 50.	Fort Smith (Ark.)	95,705 93,173	2
	Peoria (III.)	100,770	10	143.	Springfield (Ohio)		145	182.	Burlington (Vt.)		2
5.	Salt Lake City (Utah)	492,711	71	160.	Wichita Falls (Tex.)	205,822	146	219.	Quincy (III.)	90,767	2
18.	South Bend (Ind.)	477,674	72	150.	Tepeka (Kans.)	205,738	147	198.	Hutchinson (Kans.)	87,349	2
11.	Trenton (N. J.)	470,039	73	199.	Jamestown (N. Y.)	205,084	148	230.	Wilmington (N. C.)		23
4.	Knoxville (Tenn.)		74 78	192.	Montgomery (Ala.) Everett (Wash.)		149	77.	Laredo (Tex.)	50,004	1 2
of the last	Charleston (W. Va.) Freeno (Cal.)		78	200.	Muskegen (Mich.)	202,760	181	Tot	tal Above Metropolitan Areas	100 000 010	

Per Family Income Ranking of Metropolitan County Areas Estimates, 1954, for PER FAMILY INCOME in Descending Order

Code Num- ber	CITY and STATE	NET E. B. I. PER FAMILY	Rank in Group	Code Num- ber	CITY and STATE	NET E. B. I. PER FAMILY	Hank in Group	Code Num- ber	CITY and STATE	NET E. B. I. PER FAMILY	Rani In Gros
156.	Washington (D. C.)	Estimates 7,584	1	174.	Behavioral (Oal)	Estimates	79	178.	Biloxi-Guifport (Miss.)	Estimates 8,077	158
19.	Bridgeport-Stamford-	THE SALE	100		Bakerefield (Cal.)	5,689		135.	Shraveport (La.)	5,078	159
63.	Norwalk (Conn.)	7,488 7,321	3	146. 212.	Tacoma (Wash.)	5,666 5,666	81 81	148.	Terre Haute (Ind.)	5,068	100
30.	Cleveland (Ohio)	7,013	4	61.	Hampton-Newport News-			88.	Manchester (N. H.)		161
38. 62.	South Bend (Ind.)	6,923	6	211.	Warwick (Va.)	5,659 5,655	83	17. 81.	Birmingham (Ala.) Little Rock-North Little	5,056	182
40.	Toledo (Ohio)	6,863	7	88.	Greensboro-High Point	(in it typicitish)	30		Rock (Ark.)	8,081	103
51. 28.	Trenton (N. J.)	6,862 6,798	8 9	118.	Roaneke (Va.)	5,652 5,649	85 86	111.	Portland (Ore.) Butte-Anaconda (Ment.)	5,038 5,023	184
20.	Rene (Nev.)	6,794	10	131.	San Jose (Cal.)	5,645	87	187.	Phoenix (Ariz.)	5,020	188
41.	Detroit (Mich.)	6.793	11	153. 71.	Tuísa (Okia.)	5,633	88	216.	Port Huron (Mich.)	4,971 4,963	167
87.	Madison (Wisc.)	6,718	12	100.	Norfolk-Portsmouth (Va.)	5,617 5,612	80	187.	Muskegon (Mich.)	4,959	100
33. 84.	Columbus (Ohio)	6,687 6,678	13	16.	Blankowska (N. W.)			210.	Newark (Ohio)	4,956	170
n.	Milwaukee (Wisc.)	6,644	15	11.	Binghamton (N. Y.)	5,608 5,596	91	173.	Banger (Me.)	4.946	171
17.	Dayton (Ohio)	6,622	16	2.	Albany-Schenectady-Trey			123.	St. Joseph (Mo.)	4,936	172
35.	Dallas (Tex.)	6,440 6,439	17	115.	(N. Y.)	5,593 5,592	93 94	161.	Wilkes-Barre-Hazelton (Pa.) Jacksonville (Fla.)		173
10.	New York-N. E. New Jersey	The State of the S	-101	62.	Harrisburg (Pa.)	5,589	95	190.	Elmira (N. Y.)	4,912	178
14.	(N. YN. J.)	6,434	19	56.	Grand Rapids (Mich.)	5,584	96	154.	Utica-Rome (N. Y.)	4,907	176
*		6,429	2.0	125. 167.	Salt Lake City (Utah) Abilene (Tex.)	5,561 5,560	97	20. 53.	Brockton (Mass.) Fresno (Cal.)	4,893 4,888	175
76.	Lansing (Mich.)	6,417	21	103.	Omaha (Nebr.)	5,542	99	43.	Duluth-Superior(Minn.Wiec.)	4,863	179
87.	New Haven-Waterbury (Conn.)	6,416	22	201.	La Crosso (Wisc.)	5,542	99	206.	Lynchburg (Va.)	4,866	180
16.	Indianapolis (Ind.)	6,377	23	31.	Columbia (S. C.)	6,537	101	74.	Knexville (Tenn.)		181
15. M.	Lubbock (Tex.)		24 25	84.	Lincoln (Nebr.)	5,536 5,533	102	133.	Scranton (Pa.)		183
8.	Lancaster (Pa.)		28	126.	San Angelo (Tex.)	5,533	103	231.	Williamsport (Pa.)		186
13.	Fargo (N. D.)	6,318	27	52.	Fort Worth (Tex.)	5,528	105	195.	Fort Lauderdale (Fla.)		180
10.	Wichita Falls (Tex.)		28	223. 39.	Santa Barbara (Cal.) Denver (Cole)	5,527 5,519	106	233.	Zanesville (Ohio)		180
14.	Houston (Tex.)		30	47.	Evansville (Ind.)	8,517	108	198.	Hutchinson (Kans.)	4,722	186
16.	Philadelphia (Pa.)	8,271	31	171.	Appleton (Wisc.)	5,516	109	225.	Spartanburg (S. C.)	4,718	186
11.	Fort Wayne (Ind.)	6,267	32	130.	Spokane (Wash.)	5,512	110	172.	Auburn (N. V.)	4,711	190
12.	Lafayette (Ind.)	8,264	33	175.	Battle Creek (Mich.)	5,490	111	185.	Colorado Springs (Colo.)	4,710	191
70.	Ann Arbor (Mich.)	6,256 6,255	34 35	203.	Lake Charles (La.)	5,490 5,479	112	65.	Huntington-Ashland (W. VaKy.)	4,700	193
6.	Amarillo (Tex.)	6,253	36	83.	Los Angeles (Cal.)	5,460	114	208.	Monroe-West Menree (La.).		193
30.	San Francisco-Oakland (Cal., Akron (Ohie)		37	224. 32.	Sheboygan (Wisc.)	5,455	115	93,	Mobile (Ala.)	4,894	19
1.	Lorain-Elyria (Ohio)	6,197	39	89.	Columbus (Ga.)	5,451 5,449	116	48.	(Mass.)	4.003	195
BO.	Hamilton-Middletown (Ohio	6,183	40	23.	Cedar Rapids (Iowa)	5,439	118	192.	Everett (Wash.)	4,002	196
45.	El Paso (Tex.)	6,155	41	213. 168.	Oshkosh (Wisc.)	5,439 5,437	118	88. 70.	Macon (Ga.)	4,855	197
07.	Manufield (Ohio)	6,150	42	100		V	120	113.	Pueblo (Cole.)	4,642	191
26. 13.	Charlotte (N. C.)	6,141	43 44	79. 129.	Lima (Ohio)		121	155.	Waco (Tex.)	4,641	200
18.	Boston (Mass.)	6,046	45	221.	Richmon4 (Ind.)	5,429 5,424	122	10.	Augusta (Ga.)	4,640	201
8.	Atlanta (Ga.)	6,045	46	96.	Nashville (Tenn.)	5,405	124	24.	Charleston (S. C.)	4,612	20
17. 73.	Richmond (Va.) Kenosha (Wisc.)	6,013 5,986	47	12.	Baltimore (Md.)	5,399 5,397	125 126	132.	Savannah (Ga.)		201
19.	Rochester (N. Y.)	5,977	49	177.	Billings (Mont.)		127	180.	Boise (Ida.)	4,610	204
34.	Seattle (Wash)	8,955	50	- 218.	Poughkeepsie-Newburgh- Beacen (N. Y.)	A 970	100	27.	Chattanooga (Tenn.)		200
21.	Sacramente (Cal.)	5,935	51	122.	Saginaw (Mich.)	5,378 5,378	128 129	7.	Salem (Ore.)	4,589 4,554	20
16.	Reading (Pa.)	5,931	52	95.	Muncie (Ind.)		130	197.	Salem (Ore.)		201
15.	Beaument-Port Arthur (Tex. Peoria (III.)		53 54	179.	Bloomington (III.)	5,370	131	215.	Pensacola (Fla.)	4,404	21
08.	Pittsburgh (Pa.)	5,886	54	165.	York (Pa.)	5,363	132	227.	Tyler (Tex.)	4,493	21
92. 57.	Minnespolis-St. Paul (Minn. Green Ray (Wisc.)		56 57	25. 136.	Charleston (W. Va.)		133	228.	Watertown (N. Y.)		21
38.	Davenport-Reck Island-		0	184.	Sious City (Iowa)	5,333	135	80. 104.	Orlando (Fla.)		21
	Moline (lowa-III.)		56	152.	Tucson (Ariz.)	5,314	136	199.	Jamestown (N. Y.)	4,439	21
3.	Great Falls (Mont.)	5,842	60	67.	San Antonio (Tex.) Jackson (Mich)	5,311 5,306	137	232.	Gadeden (Ala.)	4,418	21
		A STREET OF STREET	-	112.	Providence-Pawtucket (R. I.)		139	128.	San Bernardine (Cal.)		21
37.	Sioux Falls (S. D.)		61	38.	Decatur (III.)	5,293	140	229.	West Palm Beach (Fla.)		21
14. 14.	Corpus Christi (Tex.) St. Louis (Mo.)	5.829	82 82	159.	Wichlta (Kans.)	5,290	141	188,	Danville (Va.)	4,300	22
22.	Canton (Ohio)	5.807	84	144.	Steckton (Cal.)		142	176.	Bellingham (Wash.)		22
20.	Rockford (III.)	5,805	85	158.	Wheeling-Stsubenville (W. VaOhio)	5,286	143	217.	Portsmouth (Ohio)		22
4.	Allentown-Bethlehem-	AM HOUSE	1 33	98.	New Orleans (La.)		144	147.	Tampa-St. Petersburg (Fla.).		21
	Easton (Pa.)	5,786	67	78.	Lexington (Ky.)	5,243	145	219.	Quincy (III.)	4,183	24
12. 16.	Dubuque (Iowa) Erie (Pa.)	5,766	80	140.	Springfield (III.)	5,230 5,213	146	214.	Paducah (Ky.)	4,163 4,121	22
10.	Elkhart (Ind.)	5,736	70	206.	Lewiston-Auburn (Me.)	5,219	148	168.	Alexandria (La.)	4,044	2
67.	Waterloo (lowa)	5,733	71	109.	Pittefield (Mass.)		149	186.	Cumberland (Md.)	3,936	2
41.	Springfield-Holyoke (Mass.)	5,724	72	100	Winsten-Salem (N. C.)	5,192	150	181.	Brownsville-Harlingen- McAllen (Tex.)	3,879	22
43.	Springfield (Ohio)	5,708	73	191.	Eugene (Ore.)		151	1.3		1	
40. 45.	Des Moines (Iowa) Syracuse (N. Y.)		74 75	180.	Topeka (Kans.)	5,182 5,117	152	200.	Joplin (Mo.) Texarkana (Ark.)		21
55.	Galveston (Tex.)	5,892	78	102.	Okiahoma City (Okia.)	5,115	154	77.			21
72. 21.	Kansas City (Mo.)	5,601	77	101.	Ogden (Utah)	5,114	155		Total Above Metropolitan Area		
and a	Cincinnati (Ohio)	5,669	79	110.	Portland (Me.)	5,109 5,093	156		TOTAL ABOVE INICIPOLICAN Area		

Per Capita Income Ranking of Metropolitan County Areas Estimates, 1954, for PER CAPITA INCOME in Descending Order

ode lum-	CITY and STATE	NET E. B. I. PER CAPITA SM Estimates	Rank in Group	Gode Num- ber	GITY and STATE	PER CAPITA	Flank in Group	Code Num- ber	CITY and STATE	PER CAPITA	Rani in Gree
20.	Rone (Nev.)		1	183.	Butto-Anaconda (Mont.)	1,696	80	9.	Atlantic City (N. J.)	1,486	158 158
9.	Bridgeport-Stamford-	1 1 1 1 1 1 1 1				1,695	81	58.	Greensboro-High Point (N.C.) Greenville (S. C.)	1,486	188
	Norwalk (Conn.)	2,194 2,156	2 3	145.	Syracuse (N. Y.)		82			100000	
	Hartford-New Britain (Conn.)	2,127	4	103.	Omaha (Nebr.)	1,601	83	11.	Austin (Tex.)	1,483	161
	Cleveland (Ohio)	2,112	5	146.	Tacoma (Wash.)	1,001	83	61.	Warwick (Va.)	1,481	162
-	Toledo (Ohio)	2,003	8 7	106.	Pittsburgh (Pa.)	1,689	86	216.	Port Huron (Mich.)	1,400	163
1.	Chicago (III.)	2,068	8	55.	Gaiveston (Tex.)	1,687	87	209.	Muskegon (Mich.)	1,474	164
	South Bend (Ind.)	2,060		174.	Bakersfield (Cal.)	1,685	88	195.	Fort Lauderdale (Fla.) Ogden (Utah)	1,473	18
0	Seattle (Wash.)	2,023	10	82. 96.	Fort Worth (Tex.)	1,084	90	135.	Shreveport (La.)	1,485	16
	Indianapolis (Ind.)	2,018	11	90.	Minness (mor)	1,000		107.	Phoenix (Ariz.)	1,457	16
	Las Vogas (Nev.)	2,006	12	71.	Kalamazoo (Mich.)	1,682	91	231. 184.	Williamsport (Pa.) Utica-Rome (N. Y.)	1,457	17
2	Columbus (Ohio)	1,986	13	180.	Wichita Fajle (Tex.)	1,680	92	100.			
	Milwaukoe (Wisc.)		14	46.	Erie (Pa.)	1,677	94	199.	Jamestown (N. Y.)	1,446	17
	Wilmington (Del.)		15	4.	Allentown-Bethlebem-		-	233.	Zanesville (Ohio)		17
	New York-N. E. New Jersey		19	10	Easton (Pa.)	1,676	95	17.	Birmingham (Ala.)		17
	(N. YN. J.)		17	16.	Buffalo (N. Y.)	1,676	97	176.	Bellingham (Wash.)		17
	Detroit (Mich.)		19	179.	Sloomington (III.)	1.671	98	44.	Durham (N. C.)	1,421	17
	Fort Wayne (Ind.)	1,944	20	170.	Ann Arbor (Mich.)	1,867	100	48.	(Mass.)	1,419	17
	Amenilla (Taw)	1,841	21	84.	Louisville (Ky.)	1,000	100	163.	Winston-Salem (N. C.)	1,416	17
	Amerilie (Tex.)	1,921	22	117.	Richmond (Va.)	1,686	101	31.	Columbia (S. C.)		17
	Racine (Wisc	1,919	23	62.	Harrisburg (Pa.)	1,658	102	180.	Belee (Ida.)	1,401	1 **
	Madison (Wisc.)	1,008	24	148. 211.	Terre Haute (Ind.)		103	127.	San Antonio (Tex.)	1,399	11
1.	New Haven-Waterbury (Conn.)	1,801	25	26.	Charlotte (N. C.)		105	128.	San Bernardino (Cal.)	1,398	11
B.	Laneing (Mich.)		26	141.	Springfield-Holyeke (Mass.)	1,650	106	133,	Jackson (Miss.) Scranton (Pa.)		11
B.	Los Angeles (Cal.)	1,886	27	224.	Sheboygan (Wisc.)	1,646	107	142.	Springfield (Ma.)		1
6.	Houston (Tex.)	1,877	28	221. 79.	Lima (Ohio)	1,640	109	172.	Auburn (N. Y.)	1,394	1
1.	Akren (Ohie)	1,859	30	102.	Lima (Ohio)	1,636	110	50.	Fort Smith (Ark.)	1,389	1
		The second second	-	-	New Castle (Pa.)	1,636	110	161.	Wilkes-Barre-Hazelton (Pa		1
1.	Sacramente (Cal.)		30	212.	Albuquerque (N. M.)		112	222.	Salom (Ore.)		1
1.	Trenton (N. J.)	1,852	33	191.	Eugene (Ore.)	1.631	113			1 994	1
9.	Flint (Mich.)		34	167.	Abilens (Tex.)	1,618	114	32. 115.	Columbus (Ga.)		1
0.	Des Moines (Iews)	1,848	35	125.	Salt Lake City (Utah) Battle Creek (Mich.)		118	220.	West Palm Beach (Fla.)	1,370	1
0.	Rockford (III.)	1,835	36	185.	York (Pa.)		117	228.	Watertown (N. Y.)	1,386	1
6.	Peoria (III.)		38	213.	Outskoals (Wisc.)	1,007	117	104.	Oriando (Fla.)	1,365	1
8.	Lancaster (Pa.)	1,812	39	126.	San Angelo (Tex.)		119	182.	Monroe-West Menroe (La.		li
7.	Sloux Falls (S. D.)	1,806	40	57.	Green Bay (Wisc.)	1,000	120	232.	Yakima (Wash.)	1,361	1
3.	Kenesha (Wisc.)	1,805	41	144.	Stuckton (Cal.)		121	155.	Wace (Tex.)		1
18.	Philadelphia (Pa.)	1,804	42	201.	La Crosse (Wisc.)	1,595	121	132.	Savannah (Ga.)	1,000	1.
9.	Spokane (Wash.)		43	187.	Danville (III.)	1,583	124	5.	Alteona (Pa.)		1
12.	Cincinnati (Ohio) Lorain-Elyria (Ohio)	1,797	44	123.	St. Joseph (Me.)		125	94.	Montgomery (Ala.)		12
14.	St. Louis (Mo.)	1,796	40	100.	Pittsfield (Mass.)		128	219.	Quincy (III.)	1,339	
18.	Elkhart (Ind.)	1,796	46	34.	Corpus Christi (Tex.)		127	173.	Banger (Me.)	. 1,325	- 3
16,	Moline (Iowa-III.)	1,794	46	192.	Everett (Wash.)		129	178.	Bilexi-Gulfport (Miss.)	1,325	
23.	Santa Barbara (Cal.)		49	67.	Jackson (Mich.)	1,852	130	214.	Paducah (Ky.)	1,323	
53.	Tulea (Okla.)	1,789	50	100.	Memphie (Tenn.)	1,582	130	194.	Fayetteville (N. C.)		
29.	San Diego (Cal.)	1,796	81	122.	Saginaw (Mich.)	1,552	130	88.	Macon (Ga.)	1,318	
13.	Farge (N. D.)	1,786	82	42.	Dubuque (lowa)	1,550	133	113.	Pueblo (Cole.)	1,317	
10.	Miami (Fla.)	1,784	53	164.	Worcester (Mass.)	1,549	134	85.	Huntington-Ashland	100000	
77.	Billings (Mont.) Lubbock (Tex.)		94 55	100.	Norfolk-Portsmouth (Va.)		136	1 15	(W. VaKy.)		
96. 88.	Youngetown (Ohlo)		86	185.	Colorado Springa (Colo)	1,545	136	74.	Tyler (Tex.)		
92.	Minneapolis-St. Paul (Min	n.) 1,773	57	198.	Hutchineon (Kans.)	1,541	138	227. 93.			
00.	Hamilton-Middletown (Oh Champaign-Urbana (III.)		58	210.			140	197.	Hagerstown (Md.)	1,294	- 1
94. 80.	Lincoln (Nebr.)		60			10000		208.			
	A STATE OF THE STA	of the second	1 35	171.			141	70.			
16,			61	12.			142	10.			1
2.		1,758	- 02	152	Tucson (Artz.)		144		A STATE OF THE PARTY OF THE PAR	1100 1000	
**	(N. Y.)	1,758	63	218	Poughkeepsie-Newburgh-		144	217 228			
39.	Denver (Colo.)	1,784	86	188	Beacon (N. Y.)	1,524	145	7	Asheville (N. C.)	1,230	
57.			88	100	(W. VaOhio)	1,821	146	200	Joplin (Mo.)	1,227	
18.		1,742	67	81	Little Rock-North Little	A PARTY OF		34			
150.	Wichita (Kana.)	1,739	68	-	Rock (Ark.)	1,518	147	215			
131.			70	190			149	180	. Cumberland (Md.)	1,131	
8.	Atlanta (Ga.)	1,740	10	110			150	188	Alexandria (La.)	1,001	
15.			70			and the second	181	180	Danville (Va.)	1,065	
143.	Springfield (Ohio)		72	205		1,508	182	220	. Toxarkana (Ark.)	1,057	
47.			73	20		1,502	183		. Brownsville-Harlingen-		
13.	Baton Rouge (La.)	1,707	76	41	Duluth-Superior	S. P. Waghtiery	455	7	McAllen (Tex.)	791	
56.	Grand Rapids (Mich.)	1,796	78		(MinnWisc.) Bay City (Mich.)		154		- Larone (Das/		
22.			77						Total Above Metropolitan An	eas 1,779	
140			79							21 1/	

Why we declined \$102,500

Occasionally honest skeptics, and newcomers to advertising, ask whether we actually refuse legitimate advertising.

They wonder if our Consumers' Guaranty isn't a dodge, a device, a gimmick.

Let us answer with a true story.

Last week a major manufacturer, of excellent reputation, offered us ten black-and-white pages. We had solicited the business and we wanted that order; let's be clear about that. But then we found the copy theme that was to run throughout the campaign included a claim that our laboratories could not justify.

The product is a good product. It is nationally known. It can be found in almost every food outlet and drug store. But even after a number of friendly meetings with the manufacturer, and his agency, we still can't substantiate one of his major claims. And we wish we could!

We wish we could because those ten pages we rejected represent \$102,500 in revenue. We wish we could because this is only one case, in one week—but typical of the respect for truth that forces us to turn down more than \$1,000,000 a year. We, like you, are in business to sell, and we don't like to rebuff any customer, for any reason.

But 31,000,000 women depend upon our Guaranty*. That matchless confidence is priceless to us, and to our advertisers. If you would like that high-voltage, low-cost power to go to work for you ask us to call, today.

Good Housekeeping

57th Street at 8th Avenue - New York



Ranking of Metropolitan County Areas in 20 Categories

	CITY AND STATE	Population	Families	Income	Per Capita income	Per Family Incom	Retail Sales	Per Family Sales	Food	General	Furniture House-Radio	Automotive	Drug	Esting and Drinking Places	Asparol	Gasoline Service Stations	Lumber and Building Materials	Hardware	Liquest	Jewelry	Buying Bower
1	Akron (Ohio)	49	47	42	50	38 93	47	99	42	36	39	38	53 58	41 27	68	44	23 43	23 45	58	53 35	T
1	Albany-Schenectady-Troy (N. Y.)	110	111	111	112	60	114	150	129	134	87	119	114	110	108	82	78	163	114	115	1
1	Allentown-Bethleliem-Easten (Pa.)	48	49	48	95	67	49	120	44	58	35	52	70	51	44	47	38	40	53	49	U
1	Alteona (Pa.)	146	146	163	201	204	158	200	121	150	121	194	192	168	150	178	177	112	137	172	1
1	Amarillo (Tex.)	163	159	135	21	36	134	6	164	190	123	104	118	153	101	102	100		***	***	1
ı	Asheville (N. C.)	152	184	176	223	207	178	207	185	136	178	195	155	210	171	174	174	181	***	195	1
ı	Atlanta (Ga.)	21	28	21	70	46	23	60	33	16	31	22	24	33	28	23	39	24	11	18	П
١	Atlantic City (N. J.)		133	1112	158	187 201	107	3 232	101	189	118	180	100	53 146	147	150	162	106	100 52	36 112	1
Į	Augusta (Ga.)	113	118	116	161	92	113	89	125	119	120	105	82	100	100	137	64	117	120	88	
	Baltimere (Md.)	12	12	12	143	125	13	136	12	14	13	17	13	12	12	13	26	15	13	10	4
į	Baton Rouge (La.)	104	104	94	75	44	122	220	141	104	115	114	103	119	137	111	100	99	127	111	1
	Bay City (Mich.)	192	196	191	155	147	190	137	172	181	169	216	164	177	186	149	175	147	198	188	ø
	Beaumont-Port Arthur (Tex.)	98	97	88	71	53	90	63	91	86	77	80	77	90	88	103	88	129	78	82	1
	Binghamton (N. Y.)	168	108	104	96	91	103	115	100	8.5	89	1C8	122	96	114	131	159	162	131	108	1
ł	Birmingham (Ala.)	30	23	40	174	162	42	185	40	31	38	37	52	52	37	46	94	49	19	27	1
	Boston (Mass.)	6	6	7	88	45	8	128	8	8	7	7	6	7	7	7	9	6	6	8	1
	Bridgeport-Stamford-Norwalk (Conn.)	35 105	100	108	153	177	106	182	21	173	125	31 127	33 117	40 84	30 85	32 105	97	16 81	23 74	158	1
	Breckten (Mass.)	14	14	14	97	78	14	81	13	18	15	13	21	13	14	14	16	11	30	20	1
	Canton (Ohia)	68	68	63	77	84	71	141	86	78	66	76	81	50	70	73	58	38	91	58	1
	Cedar Rapids (Irwa)	160	162	157	87	118	132	8	150	122	119	125	123	162	142	143	112	105	124	161	1
	Charleston (S. C.)	114	115	130	218	202	146	225	131	166	135	133	140	187	123	146	135		75	147	4
	Charleston (W. Va.)	64	74	75	173	133	77	172	75	51	74	74	95	96	75	80	110	***	45	76	4
	Charlotte (N. C.)		103	93	105	43	97	65	113	80	107	96	101	124	90	96	100	143	***	101	1
	Chattanooga (Tenn.)	82	86	100	208	206	83	102	84	81	73	86	73	92	81	74	98	52	51	75	- 8
	Chicago (III.)	2	3	2	7		2	36	2	2	3	3	3	2	2	3	19	2	2	2	
	Cincinnati (Ohio)	16	15	17	44	79	18	134	18	10	19	19	19	14	19	18	7	18	16	19	
	Cleveland (Ohio)	121	139	129	179	101	128	52	146	128	124	99	127	161	103	112	193	47	68	121	
	Columbia (8. C.)	109	122	121	191	116	156	228	144	148	134	135	172	165	125	152		165	83	113	
	Columbus (Ohin)		38	32	13	13	34	66	38	28	36	32	32	32	38	33	34	30	38	28	- 1
	Corpus Christi (Tex.)	101	107	103	127	62	98	50	167	106	90	79	84	102	105	113	96	107	83	38	4
	Dallas (Tex.)	23	22	20	15	17	19	14	24	15	25	18	18	22	23	24	20	51	14	21	1
	Davenport-Rock Island-Moline (Iewa-III.)	87	81	79	48	58	76	85	86	74	86	69	71	58	107	76	78	108	116	90	
J	Dayton (Ohio)	44	41	34	18	16	41	88	30	34	50	42	30	35	43	31	50	57	37	43	
l	Decatur (III.)		165	164	82	140	153	68	151	120	155	143	178	128	172	123	178	100	173	110	
1	Denver (Colo.)	27	26	28	64	107	24	86	29	22	78	23	20 68	25 85	33	79	25	44	39	25	
l	Des Moines (lowa)	93	82	82	35	74	70	19	88	56	-	58	4	8	. 5	4	81	92	10	77	A
Ì	Detroit (Mich.) Dubuque (Iowa)	215	227	210	133	68	206	8	213	147	230	214	232	186	225	227			150	219	1
1	Duluth-Superior (Minn,-Wia.)	80	78	86	184	179	82	183	72	83	98	75	89	80	78	83	1111	75	89	104	- 1
1	Durham (N. C.)	170	192	179	176	113	179	107	204	146	153	186	168	220	175	195	160	171		159	4
J	El Paso (Tex.)	88	102	91	156	41	96	70	106	78	88	91	74	101	90	127	79	149	107	70	4
1	Eria (Pa.)	95	94	87	94	69	86	58	76	88	82	90	119	91	83	90	87	89	63	103	-
1	Evansville (Ind.)	115	108	110	73	108	111	158	115	109	108	118	92	106	78	130	142	159	151	127	
1	Fall River-New Bodford (Mass.)		51	50	177	195	50	205	47	93	54	87	56	86	52	88	73	79	65	65	-
	Flint (Mich.)	69	69	58	34	29	57	9	84	79	70	48	49	70	65	42	46	39	113	87	
	Fort Smith (Ark.)	226		228	187	213	215	71	231	179	229	168	211	79	207 92	211	140	140	154	194	- 1
	Fort Wayne (Ind.). Fort Worth (Tex.).	106	99	85	20	105	38	37	50	23	53	38	78	50	61	78 43	21	138	38	39	-
	Freano (Cal.)	67	65	76	157	178	65	97	84	91	63	84	89	68	73	56	44	37	99	66	- 2
	Gadedon (Ala.)		-	203	228	216	226	231	200	217	197	202	220	231	211	230			1	200	
	Gaiveston (Tex.)			136	87	76	142	72	140	153	116	165	110	106	145	156	91	167	110	131	
	Grand Rapids (Mich.)	65		60	76	96	58	62	59	54	02	62	40	78	56	51	62	53	142	81	1
	Green Bay (Wiec.)	180		7.00	120	57	171	54	:80	141	156	191	185	129	152	172	143	150	197	187	1
	Greensborg-High Point (N. C.)	103	109	107	159	85	92	10	110	44	83	101	105	137	86	91	138	94	400	85	1
	Greenville (S. C.)	112	100.00	115	160	126	123	177	135	113	110	100	131	193	144	133	92	66	105	124	
	Hamilton-Middletown (Ohlo)	122	2000	114	162	83	112	168	102	163	112	117	137	95 155	100	107	102	77	102	119	1
	Hampton-Newport News-Warwick (Va.)	66	66	67	102	95	69	130	70	75	89	67	85	61	53	52	83	43	67	84	1
	Hartford-New Britain (Conn.)	31	1000	24	4	3	27	12	23	30	26	28	28	24	25	28	28	19	21		1
	Houston (Tex.)	15		15	28	30	16	84	16	25	12	14	17	20	16	15	10	35	12	13	1
	Huntington-Ashland (W. VaKy.)	83	4 5 5 5 5	101	212	192	105	215	103	97	109	100	107	114	82	122	147	63	86	123	
	Indianapolis (Ind.)	29	28	28	11	23	25	26	30	26	23	21	18	30	27	26	55	33	56	23	-
	Jackson (Mich.)	159		165	130	138	184	79	143	158	177	152	128	145	160	125	134	74	192	177	
	Jackson (Miss.)	127		134	183	157	149	199	177	102	143	111	151	164	120	148	164	158	1	109	2016
ı	Jacksonville (Fla.)		1000	65	188	174	60	142	60	68	67	55	51	62	57	64	72	64	41	51	
ı	Johnstown (Pa.)	76		92	219	198	94	210	81	67	101	102	152	103	130	95	119	88	84	106	
١	Kalamazoo (Mich.)	140	-	126	31	89	133	108	130	164	128	134	90	180	138	100	115	38	165	144	- 1
ı	Kansas City (Me.)	18 210		188	29	48	197	75	171	230	16 217	15 206	204	139	188	218	17	122		212	
ı	Knowille (Tenn.)			74	213	181	73	194	71	58	61	72	64	93	97	68	108	84	*	88	
1	Lancaster (Pa.)	91		81	39	26	88	114	96	101	92	97	132	107	115	96	99	97	123	99	
ı	Laneing (Mich.)	-	-	90	1	21	89	13	87	89	117	70	80	97	91	75	75	61	170	88	- 1
	Laredo (Tox.)					233		140				233	227		161	233		1	205	224	

Ranking of Metropolitan County Areas in 20 Categories-(Cont'd)

	CITY AND STATE	Population	Families	Income	Per Capita Income	Per Family Income	Retall Sales	Per Family Sales	Feed	General	Furniture House-Radio	Automotive	Drug	Eating and Drinking Places	Asparel	Gasoline Service Stations	Lumber and Building Materials	Hardware .	Uquer	Jewelry	Burden Bases
	Lexington (Ky.)	178	177	175	151	145	155	15	167	138	165	190	126	183	113	193	125		70	134	T
ŀ	Lincoln (Nebr.)	194	186	177	109	103	177	110	176	157	190	207 155	208 124	171	183	183	163 128	142	133	162	
ì	Little Rock-North Little Rock (Ark.)	99	96	102	147	163	100	173	116	73	114	84	26	118	133	130	105	153	57	91	1
	Lorain-Elyria (Ohio)		119	113	45	39	118	106	108	162	131	132	129	113	149	128	113	71	101	125	1
	Les Angeles (Cal.)	3	2	3	27	114	3	136	3	3	2	2	2	3		2	1	3	3	3	а
i	Louisville (Ky.)	28	30	33	100	102	32	169	34	39	34	27	25	29	26	35	50	26	32	40	а
	Lubbock (Tex.)	142	150	123	55	24	121	17	168	110	133	95	102	215	143	121	69	145	+	92	a
	Macon (Ga.)	133	138	153	210	197	167	227	150	149	173	173	160	182	141	164	188	181	87	139	ā
1	Madison (Wisc.)	111	112	98	24	12	109	58	119	114	142	124	85	86	117	101	77	58	180	140	а
	Manchester (N. H.)	124	116	124	148	161	120	145	99	182	104	174	161	132	119	169	170	***	87	150	1
	Memphis (Tenn.)	40	42	44	131	117	37	45	48	24	49	28	42	57	41	53	87	69	25	31	4
	Miami (Fla.)	25	24	25	53	66	22	21	26	32	17	25	15	17	17	21	18	20	22	28	8
	Milwaukee (Wisc.)	17	18	16	14	15	17	23	17	17	18	16	22	16	15	22	33	31	- 34	24	1
	Minneapolio-St. Paul (Minn.)	13	13	13	67	56	12	27	14	9	14	12	14	15	13	12	13	13	18	15	А
	Mobile (Ala.)	79	85	149	215	194	104	217	147	99	111	103	150	111	93	154	152	130	73	89	а
	Montgemery (Ala.)	132	137	172	90	130	193	203	190	132 184	170	189	177	201	103	194	165		184	138	А
	Murcie (Ind.)	63	61	62	142	124	61	93	67	50	60	54	62	76	49	57	67	83	31	63	- 2
	New Haven-Waterbury (Conn.)	33	32	30	25	22	33	103	27	78	28	41	34	31	24	29	40	27	27	30	-
	New Orleans (La.)	19	23	28	140	144	28	186	31	27	24	47	23	19	29	35	32	32	48	17	- 8
	New York-N. E. New Jersey (N. YN. J.)	1	1	1	17	19	1	101	1	1	1	1	1	1	1	1	2	1	1	1	1
	Norfolk-Portamouth (Va.)	41	45	45	136	90	50	193	46	59	47	57	45	48	35	55	95	21	24	46	1
	Ogden (Utah)		195	193	168	155	189	139	192	213	166	215	179	198	164	186	***		143	160	1
	Oklahoma City (Okla.)		54	58	110	154	54	156	69	48	56	44	47	71	58	80	31	124	1	44	a
	Omaha (Nebr.)		52	52	83	88	51	90	57	47	45	45	46	46	48	61	48	28	104	54	4
	Orlando (Fla.)		121	142		214	126	166	134	118	126	120	106	120	140	139	130	123	82	128	-
	Pecria (III.)		75	70		54	79	179	78	72	81	85	91	87	106	81	70	86	147	96	
	Philadelphia (Pa.)		4	4	42	31	4	112	4	4	4	5	5	4	4	6	8	4	4	7	
	Phoenix (Ariz.)	47	48	50		166	48	131	53	49	37	46	41	44	67	40	22	115	79	59	
ļ	Pittsburgh (Pa.)		8	8	85	55	8	104	8	1 7	8	8	9	8	8	8	8	8	7	108	- 1
ŀ	Pittsfield (Mass.)		141		1000	149	110	143	123	174	154	163	174	134	146	168	187	125	118	94	
	Portland (Ore.)		20	23	78	164	20	127	19	19	21	20	31	23	38	19	24	22	20	22	-1
	Previdence-Pawtucket (R. L.)	26	27	31	1	139	29	189	22	42	30	38	29	28	21	30			23	37	
	Pushlo (Colo.)	185	184	199	1	199	192	170	188	143	172	178	207	179	224	197	1		150	164	- 1
ŀ	Racine (Wiec.)		163		1	20	150	55	138	209	148	167	158	123	157	166	118	70	180	100	-
	Raleigh (N. C.)		154			94	151	121	170	131	139	138	144	170	129	144	181			143	а
	Reading (Pa.)		83	77	61	52	78	111	80	95	71	83	116	82	79	88	80	132	90	114	4
١	Richmend (Va.)	58	60	57	101	47	55	30	62	38	51	65	50	63	59	58	173	65	28	62	4
ľ	Roanoke (Va.)		151	133	135	88	120	34	132	130	103	146	139	152	89	135	-	156	72	107	
l	Rochester (N. Y.)		39	36		49	38	83	37	33	33	33	37	38	31	45	48	41	61	42	: 3
	Rockford (III.)		110	1		65	102	37	104	108	97	110	1111	81	111	93	1	121	119	97	-
	Sacramento (Gal.)		55			81	56	132	58	65	41	60	55	47	56	62	47	60	100	86	ш
ľ	Saginaw (Mich.)		117	1 1		129	117	116	112	128	149	122	108	116	102	104		76 138	186	135	
	St. Joseph (Mo.)		173	178		63	11	171	10	11	9	10	12	10	10	9	11	9	15	11	- 1
l	Sait Lake City (Utah)		70	-		97	68	77	73	48	57	71	80	74	72	63		148	64	56	-1
ŀ	San Angelo (Tex.)							118	229	205		204	212	221	232	223		1	148	153	- 1
١	San Antonio (Tex.)		44	47	1/25	137	1	113	45	37		40	39	49	40	48	1	126	49	34	- 1
ĺ	San Bernardino (Cal.)		29	41	11.520			191	32	52	4	43	35	34	63	16		42	35	61	
۱	San Diego (Cal.)	24	21		1	122		198	25	41	20	26	27	28	34	25	1 33	34	26	33	
۱	San Francisco-Oakland (Cal.)	7				37		149	7	8	8		7	5		5	6	7	8		
۱	San Jose (Cal.)	53		51		1000	-	12.000	55	53		59	57	56	45	50		29	94	50	
1	Savannah (Ga.)			1000		203		174	1			141	134	121	110	114	1000	173	100	74	3 1
ĺ	Scranton (Pa.)		1	-		182						151	136	84	74	141		166	88	116	- 1
I	Seattle (Wash.)		-111100					154	1		1	24	26	21	29	17	100	17	17	16	ø
١	Shreveport (La.)		90						105			63	79	104	182	134	7.0	93	149	130	I
I	Sioux City (Iowa)		1000			10000						164	141	151 203	162	189		93	155	184	-
	Sioux Falls (S. D.) South Bend (Ind.)		10000	4			111111	41	1	1	1000	77	83	1000	77	77		120	128	100	-
	Spokane (Wash.)			1	1				1		1	68	75	1	104	82		1	90	73	
	Springfield (III.)							4		1		113	113	A COLOR	40000	117	-	144	174	142	
	Springfield-Holycke (Mass.)	45					1		10000			56	43		42			144	42	57	
	Springfield (Me.)	167		- 27								148	154	100		1	V 100		141	162	
	Springfield (Ohio)								1000			179	163	2000	1000			1000	130	140	
١	Stockton (Cal.)	. 94									80	94	120	72	94	84	80	91	120	71	
	Syracuse (N. Y.)						1000					61	63		10075			73	86	52	
ı	Tacoma (Wash.)			1 8 30			-	100		1 00	1000	200	88		127				76	68	
ı	Tampa-St. Peteraburg (Fia.)									100			38		51			46	47	45	
1	Terre Haute (Ind.)												157					1.0	201	141	
J	Tolede (Ohio)												44	37		41		50	46	32	
1	Topeka (Kans.)					1							150		1000				115	179	
ı	Trenton (N. J.)						1		1	1			90		54	85			177	78	
ı	Tucon (Ariz.)										4		68	108	1 1 1 2 3			2000	146	108	
	Tulaa (Okla.)	. 77				-				1	1 00		104	1000	62 71				106	76	91
ı	Utica-Rome (N. Y.)	. 74	73																		



find spot radio goes so much further. Particularly in our 14 station-markets. Here, newspaper rates since 1946 have gone up 45.4%, on the average, despite sadly sagging circulation. And you know what's been happening to television rates! A buck doesn't go very far.

On the other hand, in these 14 markets, average rates of the radio stations we represent have not increased...yet radio homes have increased 32.8% since 1946! Thus, with these stations you get frequency, repetition and cumulative impact (not to mention flexibility and

localized appeal) at a realistically low cost. For example...

WCBS, New York, delivers 3,505 listener impressions per dollar to the leading newspaper's 286 noters—a 1,126% advantage for radio.

WBBM, Chicago, delivers 5,135 listener impressions per dollar to the leading newspaper's 225 noters—a 2,182% advantage for radio.

KNX, Los Angeles, delivers 3,526 listener impressions per dollar to the leading newspaper's 155 noters—a 2,175% advantage for radio.

Fact is every one of the 14 stations we represent not only commands the largest average share of the radio audience in its market, day and night, but also can deliver bigger audiences than the leading newspaper, at lower cost.

For further information, for complete documentation of all of the above statements, and for availabilities on our 14 stations, call the nearest office of ...

CBS RADIO SPOT SALES

REPRESENTS: WCBS, NEW YORK—WBBM, CHICAGO KNX, LOS ANGELES—WCCO, MINNEAPOLIS-ST. PAUL WCAU, PHILADELPHIA—WTOP, WASHINGTON WBT, CHARLOTTE—KMOX, ST. LOUIS—WEEI, BOSTON KSL, SALT LAKE CITY—KCBS, SAN FRANCISCO WBVA, BICHMOND—WMBB, JACKSONVILLE—KOIN, PORTLAND—THE COLUMBIA PACIFIC RADIO NETWORK AND THE BONNEVILLE RADIO NETWORK



Ranking of Metropolitan County Areas in 20 Categories-(Cont'd)

	CITY AND STATE	Population	Families	Income	Per Capita Incomo	Per Family Income	Retall Safes	Per Family Sales	Foad	General	Furniture Heuse-Radio	Automotive	Drug	Eating and Drinking Places	Apparel	Gasoline Service Stations	Lumber and Building Materials	Hardware	Liquer	Jawaley
-	Washington (D. C.)	10 173	10	159	65	71	187	29 73	11 175	13 142	11 136	175	173	11 166	9 167	111	12	12	135	198
Į	Wheeling-Steubenvills (W. VaOhie)	62	59	61	146	143	78	214	81	82	72	93	87	65	86	71	65	50	55	60
١	Wichita (Kans.)	75	63	48	88	141	62	100	79	64	64	53	59	73	80	59	45	110	50	48
l	Wichita Falle (Tex.)	155	189	148	82	28	160	74	179	175	162	121	147	178	158	145	126	178	58	122
l	Wilkes-Barre-Hazeiton (Pa.)	54	57	84	189	173	66	188	58	66	58	88	97	60	64	86	88	72	00	72
ĺ	Wilmington (Del.)	70	72	55	16	6	63	34	65	71	55	66	72	69	48	54	68	54	44	67
l	Winston-Salem (N. C.)	123	132	128	178	150	159	223	161	128	140	169	153	181	99	177	149	189	***	145
ľ	Worcester (Mass.)	34	35	38	134	136	39	146	28	57	40	50	48	36	32	37	42	25	40	47
l	York (Pa.)	100	98	99	117	132	101	167	97	115	86	106	162	127	116	118	151	172	140	129
ŀ	Youngetown (Ohie)	36	40	35	56	35	40	126	36	43	42	36	54	42	38	34	35	14	43	29
	Abilene (Tex.)	220	222	211	114	98	200	7	220	168	210	140	193	230	219	203	***	***	1	154
l	Alexandria (La.)	182	194	216	229	228	232	233	223	188	218 176	222	225	227	233	217	100	100	168	101
١	Anderson (Ind.)	166	161	158	74	120	172	201 78	165	172 190	161	170	156	188	196	173	156	152	200	151
ŀ	Ann Arbor (Mich.)	200	206	200	141	100	196	51	202	191	187	217	221	184	203	198	114	118	171	190
ì	Auburn (N. Y.)	218	221	225	186	190	224	157	214	233	200	231	231	206	215	224	***	***	189	175
ŀ	Banger (Me.)	174	183	190	206	171	169	46	148	169	182	164	194	213	173	171	192	137	111	196
۱	Bakersfield (Cal.)	85	84	84	88	80	84	123	77	98	84	82	115	78	122	88	82	141	71	93
۱	Battle Creek (Mich.)	150	149	130	116	111	139	80	127	159	160	130	112	131	148	109	144	131	175	132
۱	Bellingham (Wash.)	227	216	227	178	221	190	20	201	201	208	213	217	190	217	202	***		164	181
ŀ	Billings (Mont.)	228	218	208	54	127	210	47	222	228	189	187	203	157	166	182	137	55	157	202
ľ	Bilaxi-Gulfport (Miss.)	162	179	183	206	158	214	220	194	227	194	220	197	158	202	201	168		1	201
	Bloomington (III.)	212	206	201	98	131	191	33	208	198	203	192	189	180	177	155	***	***	195	170
	Boise (Idaho)	149	140	158	180	206	136	98	149	112	144	115	149	154	220	124	***	***	***	167
	Brownsville-Harlingen-McAilen (Tex.)	61	78	105	232	230	93	222	92	96	100	88	94	112	126	94	63	62	134	126
	Burlington (Vt.)	225	231	229	196	183	223	24	208	219	199	228	229	223	213	228	176	177	162	218
	Butte-Anaconda (Ment.)	158	172	206	59	165	166	213	200	225 161	225	218 166	230	140	226 169	232 157	190	180	122	225 156
ì	Colorado Springs (Colo.)	195	178	189	137	191	186	190	191	211	150	211	135	180	174	175	***	***	163	173
	Cumberland (Md.)	197	198	223	228	229	229	230	195	221	207	232	214	208	187	221	191	***	182	207
	Danville (III.)	199	189	192	123	168	194	165	196	187	184	201	167	196	205	184	184	135	191	192
	Danville (Va.)	171	197	208	230	220	209	196	205	140	227	210	195	228	216	205				***
	Elkhart (Ind.)	188	187	173	47	70	175	82	178	218	183	153	165	212	201	161	132	88	203	182
ı	Elmira (N. Y.)	196	190	194	149	175	170	44	100	193	184	176	218	143	136	180	153	. 90	178	163
ľ	Eugene (Ore.)	134	123	125	113	151	135	178	133	124	128	137	170	142	170	97	117	146	***	102
ŀ	Everett (Wash.)	151	135	160	120	196	162	224	142	165	195	162	187	167	218	151	133	136	125	199
Į.	Fargo (N. D.)	230	232	218	52	27	207	1	233	180	226	188	190	185	184	228	***	***	185	176
Ł	Fayotteville (N. C.)	161	210	182	200	18	216	183	219	176	222	208	215	226	210	191	***	***	***	223
ľ	Fort Lauderdale (Fla.)	135	128	138	165	185	116	61	118	186	105	138	93	88	112	118	85	104	95	183
ı	Great Falls (Mont.)	232	229	214	22 216	209	220	206	228 197	202	211 193	219	233	173	223	226	172	100	144	221
l	Hagerstown (Md.)	204	208	221	138	188	225	50	230	203	220	198	210	229	190 230	213	161	82	190	222
l	Jamestown (N. Y.)	141	126	148	171	215	127	152	117	180	157	142	176	125	151	142	148	78	172	148
ı	Joplin (Mo.)	168	155	197	224	231	178	218	184	177	204	144	180	200	212	163			103	211
ŀ	La Crosse (Wisc.)	219	224	215	122	100	213	39	199	188	214	225	228	163	204	212		***	190	204
ì	Lafayotte (Ind.)	202	211	186	62	33	208	117	207	207	213	223	166	190	185	208	***		198	188
ŀ	Lake Charles (La.)	164	171	168	128	112	184	204	187	178	206	172	203	197	214	176	101	155	138	178
ŀ	Las Vogas (Nev.)	208	201	174	12	25	190	124	203	208	216	171	175	117	221	153	130	183	132	197
l	Lowiston-Auburn (Me.)	205	207	202	152	148	201	80	163	208	198	212	224	222	178	225	183	***	152	185
l	Lynchburg (Va.)	200	220	224	217	180	211	40	216	152	219	200	171	219	227	215	***		161	226
l	Manafield (Ohio)	187	182	166	37	42	173	105	181	151	174	183	200	141	194	162	***	***	156	155
۱	Monroe-West Monroe (La.)	203	204	213	197	193	206 143	119	227 114	138	163	150	199	216 133	163	214	104	134	106	137
۱	Niuskegon (Mich.)		145	151	184	170	218	189	211	232	231	229	228	211	228	188	180	67	145	209
۱	New London-Nerwich (Conn.)		124	117	104	84	128	184	111	215	147	158	143	122	135	116	103	119	92	171
l	New Castle (Pa.)			168	111	82	182		152	210	152		213	205	168	187	186	103	158	136
l	Oshkosh (Wiec.)	191	191	180	118	119	181	125	162	222	188	182	202	147	199	199	157	168	193	214
l	Paducah (Ky.)	206	199	220	207	226	219	226	221	200	224	188	186	218	191	231	185	160	100	205
l	Pensacola (Fla.)	139	153	170	228	210	174	219	158	194	201	146	169	144	150	192	187	102	153	120
l	Port Huron (Mich.)	186	180	185	103	167	180	148	153	212	215	181	182	175	195	158	116	- 95	188	193
ŀ	Portsmouth (Ohio)	190	186	205	221	222	204	202	182	183	186	206	200	191	200	190			139	215
l	Poughkeepele-Newburgh-Beacen (N. Y.)	73	77	78	145	128	64	16	52	92	78	73	78	54	69	72	52	48	96	83
l	Quincy (III.)		210	230	203	225	230	196	226	216	232	228	218	194	231	219	168	85	204	217
ł	Reno (Nev.)	231	226	195	1	10	188	2	217	195	179	184	96	115	180	196	***	***	202	149
١	Richmond (Ind.)	217	215	204	108	123	212	91	212	220	188	198	196	214	189	160	100	120	194	157
۱	Salom (Ore.) Santa Barbara (Cal.)	177	170	187	100	208	164	96	174	156	151	131	138	192	192	138	123	58	117	174
۱	Sheboygan (Wisc.)	207	202	196	107	115	203	129	210	144	223	221	223	172	229	200	184	113	***	216
۱	Sportanburg (S. C.)	128	143	156	222	189	161	200	155	130	148	147	183	217	118	147	155	133	112	210
۱	Texarkana (Texas-Ark.)		181	222	231	232	202	208	189	197	221	203	191	207	181	185				
۱	Tyler (Tex.)	213	217	228	214	211	217	147	223	214	192	177	188	232	200	216			1	188
۱	Watertown (N. Y.)	201	200	207	104	212	187	94	186	192	202	197	198	178	197	204	182	157	183	208
۱	West Palm Beach (Fla.)	138	127	152	193	219	115	57	128	171	108	112	100	90	85	129	84	- * *	81	117
۱	Wilmington (N. G.)	221	228	232	227	227	228	138	218	228	228	227	205	224	206	208	***			191
۱	Williamsport (Pa.)	181	174	184	169	184	183	187	156	187	180	193	201	174	156	185	188	184	177	206
ø	Yakima (Wash.)	137	131	154	198	217	141	176	138	145	168	123	146	180	208	126	135	80	138	180
	Zanesville (Ohio)	211	212	217	172	186	231	216	224	231	209	224	219	200	222	210			181	203

[†] Liquor not legalized

Summary of Consumer Spending Units by States and Sections Estimates, 1954, of Income Breakdown of Consumer Spending Units

SECTIONS		Income Per	3 / 12				1 04000	to \$8999	\$70	100 & Over
AND STATES	No. of Units (th.)	Consumer Spending	\$0 to	\$2499	\$2800	to \$3900	\$4000	10 20000	-	
	(200)	Unit \$	% of Units	% of Dollars	% of Units	% of Dollars	% of Units	% of Dollars	% of Units	% of Dollars
EW ENGLAND Connecticut	784.8 316.2 1,691.3 181.5 291.7 130.3	5614 3870 4862 4098 4463 3751	23.5 37.5 27.2 34.5 30.9 40.3	5.7 13.8 8.0 12.0 9.9 15.3	23.9 30.8 25.6 29.2 27.3 29.6	13.7 26.8 17.9 24.2 20.8 26.8	34.9 24.1 32.9 27.1 30.0 22.8	32.1 34.0 36.8 38.0 36.5 33.1	17.7 7.8 14.3 9.2 11.8 7.3	48.5 25.4 37.3 27.8 32.8 24.8
	3,395.8	4826	20.5	8.4	26.1	18.2	31.7	35.2	13.7	38.2
New York	1,797.7 5,450.9 3,667.5	5584 5230 4761	22.4 25.8 27.6	5.8 6.8 8.3	22.0 23.5 28.5	13.5 14.8 18.9	35.5 32.6 32.1	34.7 32.8 36.7	20.1 18.1 13.8	48.9 45.8 36.1
617	10,916.1	8126	25.9	7.1	24.3	15.8	32.0	-		
EAST NORTH CENTRAL Illinois. indiana. Michigan. Ohio. Wisconsim.	3,239.1 1,510.8 2,290.9 3,017.7 1,215.9	5250 4671 5203 4986 4867	25.2 29.2 24.7 28.5 28.8	8.6 8.9 8.3 7.6 8.7	22.1 24.7 21.1 23.9 24.5	13.9 18.0 13.8 16.3 17.7	34.1 33.0 37.0 34.5 33.2	34.5 38.4 38.7 37.8 38.2	18.6 13.1 17.2 15.1 13.5	45.0 34.7 40.7 38.2 35.4
	11,274.4	5024	26.3	7.4	23.0	15.4	34.6	37.1		40.1
WEST NORTH GENTRAL IOWA. Kansas Minnesuta. Missouri Nebraska North Dakota. Sauth Dakota.	928.6 746.8 1,022.6 1,476.8 483.1 200.7 226.5	4238 4119 4305 4152 4104 4270 4021	31.7 36.3 30.6 38.9 34.0 33.7 35.8	10.1 11.5 9.8 13.4 11.3 10.6	26.1 26.1 25.7 25.2 28.2 26.2 27.0	19.7 20.3 19.4 20.6 22.3 19.6 21.5	29.9 27.6 31.0 25.4 27.0 27.0 28.2	36.1 34.4 37.5 33.3 34.3 32.4 33.4	12.3 11.0 12.7 10.6 10.9 13.1	34.1 33.8 33.3 32.7 32.1 37.4 33.2
Spatin Dukota	5,082.1	4188	34.6	11.4	26.0	20.3	27.9	34.9	11.5	33.4
SOUTH ATLANTIC Delaware. District of Columbia. Florida. Georgia. Maryland. North Carolina. South Carolina. Virginia. West Virginia.	1,265.2 1,155.3 854.7 1,286.5 669.0	5259 4936 3697 3553 4601 3453 3432 4015 3858	32.0 25.9 42.4 48.5 28.4 44.2 49.4 38.9 35.9	8.7 7.8 15.4 19.4 8.6 17.2 20.4 13.0 12.8	24.4 25.5 26.8 25.6 24.3 28.2 24.9 25.9 29.7	15.8 17.6 23.1 24.5 16.9 26.1 24.5 20.6 25.2	28.3 29.1 21.5 18.4 30.1 20.1 18.9 23.5 25.5	29.3 32.1 29.7 28.3 33.5 29.8 29.9 30.0 34.8	15.3 19.5 9.5 7.5 18.2 7.5 8.8 11.7	46.2 42.8 31.8 27.8 41.0 26.9 25.2 38.4 27.2
	7,501.7	3862	40.7	14.8	26.4	22.3	22.6	30.6	10.1	32.6
EAST SOUTH CENTRAL Alabama. Kentucky. Mississippi. Tennosses.	. 941.9 . 678.3	3375 3E40 2657 3557	50.0 46.1 63.7 48.5	21.0 18.3 32.2 18.6	25.4 27.0 20.4 26.6	25.4 25.4 24.5 25.4	18.0 19.5 11.6 19.3	28.9 29.6 22.4 29.7	6.6 7.3 4.3 7.8	24.7 28.7 20.9 26.3
	3,619.9	3337	80.5	21.2	25.2	25.3	17.6	28.3	8.7	25.2
WEST SOUTH CENTRAL Arkarsas. Louisiana. Okiahuma.	948.4	3012 3754 3760 4268	56.6 45.2 41.6 37.0	28.2 16.8 14.9 11.8	24.0 24.7 25.1 24.6	26.4 21.9 21.4 18.7	14.3 20.6 23.9 26.2	25.1 29.1 32.5 32.0	5.1 9.5 9.4 12.2	22.3 32.2 31.2 37.8
Texas	5,320.2	3926	41.4	14.3	24.6	20.3	23.5	31.0	10.5	34.4
MOUNTAIN Arizona Celorade Idaho Mentana Nevada New Mexice Utah Wyeming	526.1 195.9 221.5 86.9 280.1 230.4	4038 4256 4226 4528 4671 4161 4594 4622	36.5 33.2 29.5 31.2 28.5 36.9 25.9 28.5	12.1 10.5 9.4 9.4 8.2 11.9 7.9 8.3	24.8 28.1 27.5 24.1 22.2 24.3 24.7 22.8	18.7 17.8 15.7	28.0 28.4 30.8 31.5 33.2 26.3 38.9 34.0	34.2 37.4 38.3 36.3 32.4 42.4 37.7	18.7 12.3 12.2 13.2 16.1 12.5 12.5 14.9	32.7 38.7 32.4 38.9 40.3 37.0 31.1 38.3
10 -00	1,970.8	4322	32.3	10.1	25.0	18.7	30.2	36.1	12.5	30.
PACIFIC California Oregon Washington	597.1	4800 4457 5631	28.4 29.1 30.3	8.8 8.8	22.8 23.0 21.1	16.5	33.1 33.8 34.3	38.9	16.5 14.1 14.3	
	6,411.1	4743	28.8	8.2	22.0	14.9	33.3	36.2	15.9	
TOTAL U. S. A	55.492.4	4528	32.6	10.0	24.4	17.8	29.4	34.4	13.6	37.

Per Capita and Per Family Sales by States and Sections

SECTIONS	PE	R CAPITA S	ALES, SA	ESTIMAT	TES-1984		PER F	AMILY SAL	es, SM	ESTIMATES	-1954	
AND	Total		FIVE ST	ORE GROU	PS .		Total		FIVE STO	RE GROUPS	1-11-11	
STATES	Total Retail Sales	Food	General Mdee.	Furn-, House- Radio	Auto- motive	Drug	Retail Sales	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug
Connecticut	1,197 908 1,077 1,041 1,037 1,047	328 381 301 321 287 284	90 81 113 58 89 78	66 45 63 57 85 44	204 177 181 163 172 203	36 24 33 28 36 22	4,092 3,501 3,688 3,547 3,538 3,741	1,114 1,085 1,032 1,093 980 1,016	308 283 387 197 303 277	225 159 162 193 109 158	607 623 518 553 565 726	124 84 112 96 119 77
	1,091	306	98	86	170	32	3,740	1,051	338	190	584	111
HIDDLE ATLANTIC New Jersey New York Penneyivania	1,111 1,206 1,066	319 333 276	76 110 135	88 71 50	178 181 178	27 29 25	3,738 3,941 3,678	1,074 1,009 963	257 359 471	230 230 206	581 494 610	91 94 2 89
Table 1888	1,130	312	113	06	163	27	3,821	1,045	379	222	548	92
AST NORTH CENTRAL Illinois Indiana Michigan Ohio Wisconsin	1,190 1,063 1,171 1,135 1,136	200 245 200 200 206 256	108 112 119 128 120	86 87 84 85 49	206 216 261 212 206	34 33 43 31 27	3,886 3,550 4,034 3,793 3,916	866 804 994 956 863	543 368 409 422 413	181 105 106 106 105	084 709 897 710 710	108 108 148 104 94
	1,164	273	184	55	221	34	3,845	910	446	182	736	114
WEST HORTH GENTHAL Lows. Kansas. Minnesota. Minnesota. Nissouri Nebraska. North Dakota. South Dakota.	1,152 1,035 1,137 1,066 1,184 1,180 1,000	210 224 237 223 227 100 103	90 83 148 148 114 102 102	82 57 48 54 60 46 48	230 258 215 204 246 209 228	28 32 29 38 33 26 27	3,757 3,260 3,941 3,364 3,844 4,418 3,748	718 708 822 712 737 709 663	324 261 513 405 369 363 352	171 180 165 173 194 171 188	760 807 748 649 799 1,008 784	91 102 100 122 106 90 94
	1,106	223	122	53	228	32	3,638	734	402	173	744	105
BOUTH ATLANTIC Delaware District of Celumbia Florida Georgia Maryland North Carolina Seuth Carolina Virginia West Virginia	1,412 1,586 1,000 747 977 608 605 809 743	268 319 235 178 265 156 165 192 187	116 214 90 100 123 91 77 101 114	83 90 58 41 48 43 41 43 43	256 241 190 161 164 147 148 155 130	41 70 38 23 30 20 19 26 18	4,862 5,407 3,425 2,841 3,521 2,857 2,689 3,174 2,852	922 1,086 804 663 965 634 668 785 719	396 730 307 381 444 373 313 394 438	286 271 100 154 106 176 106 170 167	802 821 652 611 590 601 502 608 535	103 239 132 88 100 80 77 103 70
	946	200	103	47	163	27	3,203	756	390	178	619	103
EAST SOUTH CENTRAL Alabama Kentucky Misologipi Tennesses	864 708 580 808	173 180 140 182	84 84 70 116	37 36 29 47	143 142 143 177	19 23 17 23	2,544 2,599 2,224 3,010	062 061 535 678	322 308 260 432	142 133 110 176	548 520 547 680	74 85 63 85
The state of	701	171	91	38	152	21	2,635	642	340	144	573	78
WEST SOUTH CENTRAL Arkansas Louisiana. Oklahoma Texas	708 787 880 1,040	151 170 190 235	90 98 95 125	34 44 48 53	168 184 219 231	20 26 31 34	2,540 2,861 2,976 3,682	542 655 665 833	322 363 317 442	123 162 153 187	605 563 734 818	72 94 104 110
	931	209	111	48	207	30	3,295	741	384	170	734	107
MOUNTAIN Arizona. Gelorade Idaho Montana. Nevada. New Mexico. Utah Wyaming.	1,007 1,119 1,146 1,166 1,303 880 1,008 1,308	228 238 233 250 267 196 210 201	122 141 116 101 121 87 133 107	86 57 85 45 86 43 62 80	184 233 253 248 282 184 196 318	37 43 26 28 29 61 29 30 39	3,614 3,656 3,967 3,616 4,167 3,355 3,679 4,309	808 779 805 776 869 707 767 873	439 461 400 315 387 332 484 358	210 185 199 139 167 163 225 196	659 762 874 708 905 700 711 1,063	134 140 96 85 198 112 108
700	1,077	228	120	84	223	36	3,703	784	412	187	706	122
PACIFIC California Oregon Washington	1,200 1,210 1,101	297 282 282	120 148 130	78 60 82	227 250 211	36 28 31	3,654 3,750 3,407	807 800 810	364 457 401	236 185 160	687 798 654	114 86 96
	1,193	290	124	72	228	36	3,027	881	378	219	003	109
TOTAL U. S. A	1,046 -	254 328	115 139	50	193 158	30 29	3,571	1,224	394 522	190 187	860 505	10

4,000,000 SHOPPERS all in the market to buy...

THEY HAVE TO BE TO GET FAMILY CIRCLE!

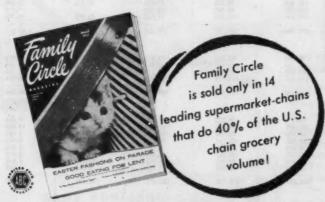
MORE customers in the Family Circle market—4,000,000 family buyers, buying for more than 14,000,000 family members:

- Highest percent of married-women and housewife-readers among the top 10 circulation magazines 1*
- Highest percent of reader-families with children among the top 10 circulation magazines!*
- Most children per reader-family among the top 10 circulation magazines!*

MORE business across the Family Circle counter:

- Over 27% increase in appliance, apparel, drug, toiletry, and other non-grocery advertising pages—1954 vs. 1953!
- More pages of food and grocery advertising than any other monthly magazine—for the fifth consecutive year!

Daniel Starch & Staff, 18th Consumer Magazine Report \$Volumes; Moody's Industrials; Chain Store Age,



Family Circle is bought in all 7,750 supermarkets of these leading chains:

Chain	Humber of U. S. Stores	Circulation	Latest Annual Total U. S. Sales
Safeway	1,899	1,465,000	\$1,637,732,000
Kroger	1,825	950,000	1,108,796,000
American	1,205	500,000	654,907,000
First National	786	400,000	442,180,000
Jewel	162	90,000	275,192,000
Winn & Lovett	190	110,000	244,641,000
Grand Union	292	135,000	215,700,000
Bohack	200	90,000	132,371,000
Red Owl	701	100,000	109,856,000
Albers	66	25,000	80,762,000
Dixie-Home	114	40,000	71,667,000
Weingarten	27	25,000	69,600,000
Butt	59	55,000	65,000,000
H. G. Hill	42	20,000	27,500,000
40% of total U	.S. chain gre	cery volume	\$5,135,904,000

NATIONAL COVERAGE in key markets. 96% of Family Circle's circulation is concentrated in 1,695 counties that account for 88% of U.S. retail sales, 88% of food sales, 88% of drug sales, and 85% of U.S. families. 63% of Family Circle's U.S. circulation is concentrated in the metropolitan county markets.

SECTIONAL CIRCULATION Advertising can be purchased in all or any combination of twenty sectional editions (including 7 Safeway editions) to parallel your products' distribution. Canadian Safeway circulation of 135,000 through 137 stores with 1954 sales of \$158,250,000 can be bought as a separate unit, although Canadian data are not included in the table above. The Grand Union edition is distributed also in 31 Grand Union-Carroll stores in Canada.

100% single copy sales 4,000,000 guaranteed circulation



In Family Circle you're in the market to sell!

FAMILY CIRCLE . NEW YORK . CHICAGO . SAN FRANCISCO . LOS ANGELES

MAY 10, 1955

215

Sales in 7 Store Groups by States and Sections

				MATES RETAIL SALES,	1954		
SECTIONS AND STATES	Eating and Orinking Places	Apparel Stores	Gaseline Service Stations	Lumber Yards and Building Materials	Hardware Stores	Liquor Stores (Package)	Jewelry Stores
NEW ENZLAND Connecticut. Maine Massechusetts New Hampshire. Rhode Island Verseent	190,225 39,567 450,575 33,080 66,472 17,873	188,004 49,543 367,870 31,288 65,938 16,612	172,132 08,939 277,072 36,557 49,496 28,173	123,659 28,697 179,066 18,534 29,247 11,221	40, 285 15, 620 68, 920 15, 552 14, 451 6, 238	70,645 26,574 136,636 16,888 17,355 10,114	21,882 7,841 48,277 3,342 8,742 2,181
The second of	797,892	717,235	630,370	390,626	161,046	287,012	90,030
MIDDLE ATLANTIG	579.862 2,033,846 878,207	413,633 1,792,394 726,414	350,459 771,604 613,854	242,739 438,400 382,850	61,854 202,482 156,570	115,196 394,977 288,620	47,54 168,87 95,82
TOTAL D	3,491,718	2,834,441	1,738,917	1,043,789	422,906	798,793	312,230
EAST NORTH CENTRAL lilinels indiana Michigan Ohio Wiscansin	986,798 315,928 586,835 774,899 396,073	711,213 243,229 462,698 487,800 195,948	863,279 309,410 654,900 674,718 259,020	425,102 219,649 388,124 437,459 222,663	145,087 91,241 135,896 167,173 95,674	212,308 34,215 67,434 197,092 29,359	93,937 40,477 62,106 82,022 26,607
	3,089,823	2,100,985	2,621,327	1,002,906	634,961	540,400	305,148
WEST NORTH CENTRAL Lows. Kansas. Minnesets. Minnesets. Missouri Nebrasics. North Dakets. South Dakets.	185,900 117,117 262,188 297,488 106,300 56,482 46,065	130,148 89,191 186,441 237,878 66,004 27,627 24,819	246,638 206,454 284,456 288,385 186,885 63,320 87,519	225, 126 138, 045 207, 194 166, 496 102, 631 49, 964 56, 019	80,839 40,198 191,032 59,229 44,753 27,599 24,554	40,627 34,099 65,792 72,970 24,306 11,158 17,695	19,862 16,373 23,450 31,923 10,928 4,482 4,201
	1,072,248	742,108	1,325,617	945,475	378,114	278,137	111,169
SOUTH ATLANTIC Delaware District of Columbia Florida. Georgia Maryland North Carolina. South Carolina. Virginia West Virginia.	28, 258 118, 615 313, 508 131, 280 225, 684 117, 682 55, 210 180, 962 83, 412	39,526 117,785 221,031 147,871 129,225 173,486 80,191 160,801 85,820	30,614 60,299 276,349 210,015 148,345 236,129 117,863 225,231 90,238	22,431 27,810 175,636 79,324 86,907 116,539 54,280 94,829 48,418	8,121 9,130 64,448 67,748 30,768 64,635 37,668 60,018 24,317	15,539 96,040 84,680 61,680 50,599 82,045 53,602 120,949 83,787	3,551 17,066 30,712 28,134 23,044 28,506 11,617 24,703 12,788
	1,238,601	1,146,800	1,423,083	706,254	356,259	583,851	176,000
EAST SOUTH CENTRAL Alabama Kentucky Miseiseippi Tennesses	100,2/9 138,641 55,138 141,384	118,986 118,558 70,640 147,887	148,741 136,303 103,772 199,244	59,370 89,653 49,090 116,098	47,189 47,581 28,192 51,588	55,618 48,816 † 58,521	20,186 14,946 8,614 25,064
	433,440	453,080	588,000	314,211	174,521	158,953	68,804
WEST SOUTH CENTRAL Arkaneas Louisiana. Okiahema. Texas.	58,500 183,639 110,341 507,932	80,071 143,118 83,915 445,389	99,254 148,737 167,292 643,903	65,446 129,138 153,995 643,465	22,816 35,068 28,258 101,945	34,398 34,713 159,053	9,919 23,070 16,360 89,170
	858,421	742,473	1,050,188	992,044	188,105	228,164	130,536
MOUNTAIN Arizona Golorade Idaho Montana Newada Newada Now Mexico Utah Wyeming	82,825 112,059 54,253 77,097 34,934 52,300 49,881 37,305	41,478 70,009 19,800 29,512 12,120 32,892 36,301 15,782	84,128 140,991 59,525 61,795 26,631 70,487 72,419 49,867	74,033 93,192 48,802 41,787 10,811 48,451 33,063 25,621	12.172 26,718 15,528 18,970 3,193 10,309 9,153 7,530	10,031 28,693 13,139 18,973 3,070 13,410 15,973 5,210	7,814 14,436 4,681 4,444 2,536 5,721 6,971 2,916
P. Salan	500,654	257,963	565,924	378,720	103,573	108,499	49,746
PACIFIC California Oregon Washington	1,327,543 130,034 212,953	850,912 73,130 119,882	1,128,116 156,076 211,281	772,516 93,837 103,390	191,176 36,603 46,751	327,560 50,927 65,093	142,017 17,018 23,745
CHURCH	1,679,530	1,082,932	1,498,473	969,743	274,530	444,180	183,680
TOTAL U. S. A	13,130,027	10,148,023	11,444,857	7,433,858	2,684,035	3,429,939	1,435,446

[†] Liquor not legalized.

For all the West the most important sales influence is SUNSET



-the West's own regional magazine that reaches 570,000 higher-than-averageincome families...the solid, "best prospect" citizens of every Western fine home

Your advertising can be dominant in the Western market if you use SUNSET enough!

In its own area SUNSET has all the force ... and all the selectivity... that the big national magazines have country-wide. In many better residential communities of the West SUNSET has more ABC circulation than any other magazine!

By concentrating exclusively on the West and Hawaii...

SUNSET offers unduplicated editorial service which SUNSET readers need and rely on. Three zone editions each month further localize SUNSET's editorial service.

SUNSET is the recognized Western authority on homes and home equipment ... food preparation and serving ... the West's unlimited travel opportunities . . . all the specialized gardening problems up and down the Pacific Coast,

products of every kind - every yardstick shows it! 85% own their homes (and 50% own additional property) Every 100 SUNSET families own 138 cars (55% higher

car ownership than U.S. average)

Home equipment and furnishings sell faster in the SUNSET Automatic washers - 67% of SUNSET families own

them compared with 30% U.S. average Automatic dishwashers—17% of Sunset families own them compared with 3% U.S. average

Food store purchases — Sunset families spend 50% more than the average Western family in food stores

Life insurance ownership - SUNSET families own 3 times as much as the average Western family

Advertising Offices: San Francisco, Los Angeles, Seattle, New York, Chicago, Detroit, Boston, Atlanta

LANE PUBLISHING CO.

Publishers of Sunset

The Magazine of Western Living and Sunset Books MENLO PARK, CALIFORNIA

Summary of All Data by States and Sections

SECTIONS	SZ.	D EST	MATES		10/VA	ECTIVE INCOM ESTIMA	ME		biy			TAIL SALES				SALES ADVER INC	RT18
AND				Urban-		12.2			111		(FIVE ST	ORE GRO		H		
STATES	Total (thous- sands)	W.S.A.	Fami- lies (thou- sands)	Population (thousands)	Net Dellars (add 000)	U.S.A.	Per Cap- ita	Per Fam- ily	Dellars (add 000)	% of U.S.A.	Food	General Midse.	Furn House- Radio	Auto- metive	Drug	Buying Power Index	Quality In- dex
Connecticut. Maine. Massachusetts. New Hampshire. Rhode island. Vermont.	2,220.5 911.5 4,945.2 539.7 824.5 386.9	3.0419 .3320 .5072	649.3 258.7 1,442.4 158.5 241.7 106.6	483.0 4,219.1 317.8 702.0	4,406,125 1,223,839 8,223,945 743,841 1,301,625 488,528	.4873 3.2748 .2982	1,343 1,663 1,378 1,579	4,731 5,702 4,693 5,385	905,580 5,334,024	.5326 3.1370 .3306	723,613 272,832 1,488,885 173,179 236,873 108,323	200,306 73,298 557,994 31,206 73,314 29,566	145,891 41,068 263,170 30,541 45,568 16,794	482,889 161,970 747,708 87,713 141,428 77,383	86,736 21,791 161,238 15,168 28,692 8,254	1.6192 .5156 3.1869 .3137 .5115 .2145	16 9 16
	9,822.3	6.0420	2,857.2	7,614.0	16,387,903	6.8257	1,668	8,738	10,712,526	6.3002	3,003,708	965,679	543,129	1,668,161	315,879	8.3614	1
New York Penneylvania	-	-		_	-	-	-	-	and the same of the same of	-	1,702,584 5,214,876 2,987,792		364,857 1,103,795 639,778		143,856 452,286 274,712	6.8207	_'
	31,790.4	19.5609	9,477.2	25,865.0	55,952,732	22.2001	1,700	5,904	36,211,656	21.2066	9,966,252	3,860,051	2,108,230	5,197,076	870,856	21.4413	1
AST NORTH CENTRAL Illinois. Indiana Michigan Ohlo. Wiecensin	4,279.6 7,069.9 8,555.0 3,590.2	2.2084	1,041.5	2,127.2	5,674,216	2.2594	1,580	5,448	4,078,200	2.3984		1,543,958 479,829 839,022 1,090,438 429,817	242,007 381,096 474,376 177,146		308,388 141,364 304,754 267,030 97,843	2.7491 4.7040 5.7497 2.2909	11
THE PERSON NAMED IN	02,000.0	EU.0832	0,004.7	28,230,0	00,040,010	22.0001	1,704	0.272	37,000,140	22.1717	0,023,270	4,575,000	1,700,700	7,210,200	1,110,070	21.0107	
WEST NORTH CENTRAL Iowa Kansas Kinnesota Miseouri Nebraska North Dakota South Dakota	2.075.9	1.9106 2.5558 .8437 .3809	659.4 895.8	1,152.3 1,753.6 2,641.0 678.1 194.0	1,982,724 857,029	1.2247 1.7532 2.4419 .7895 .3412	1,482 1,418 1,476	4,664 4,915 4,703 4,693 5,185	2,149,427 3,530,408 4,386,661 1,824,200 730,239	1 2641 2.0763 2.5799 .9552 .4295	485,232 736,444 927,951 311,482	805,757 156,021	138,372 117,335 148,081 225,144 81,799 28,233 30,239	808,189 532,059 667,373 846,653 337,553 166,543 150,396	73,963 68,970 89,555 159,146 44,879 16,307 17,956	1.2470	
		-			21,284,781		-	-		-		1,787,605		3,300,748	488,775		
Delaware. Delaware. District of Columbia Florida. Georgia. Maryland. North Carolina. South Carolina. Virginia. West Virginia.	2.247.7	.5358 2.1910 2.2426 1.6226 2.6452 1.3826 2.2432 1.2076	959.0 731.9 1,050.2 558.0 929.7 511.3	871.0 2,800.3 1,768.7 1,841.0 1,510.9 861.1 1,833.4 701.3	1,830,532 4,677,537 4,104,787 3,932,626 4,449,936 2,296,166	.7289 1.8626 1.6345 1.5669 1.7720 .9143 1.8729 .9261	1,126 1,491 1,035 1,022 1,290 1,185	7,166 4,499 4,280 5,373 4,237 4,130 5,059 4,548	1,381,438 3,561,210 2,724,994 2,577,240 3,000,214 1,495,320 2,950,595 1,458,295	.8128 2.0944 1.8026 1.5157 1.7845 .8794 1.7353 .8577	277, 819 835, 510 636, 252 699, 153 668, 221 371, 633 701, 479 367, 796	391,575 173,933	147,867 121,154 185,132 92,062 158,073 85,286	866,073 432,121 831,641 329,254 565,752 273,674	11,004 80,986 137,117 84,319 80,066 83,969 95,343 35,579	1.7485 1.5821 1.9444 .9874	1
AST SOUTH CENTRAL Alabama . Kentucky Miselselppi Tennessee .	3,021.4 2,200.2 3,372.4		900.0	1,355.0	3,176,411 3,333,736 1,796,919 3,771,556	1.0018	1,110	4,100	2,720,490	1.2587 .7502 1.0046	544,031 307,198 612,517	253,296 154,287 301,963	100,425 63,157 150,432	313,745 507,644	77,046	1,4131 .8535 1.6-72	5
	11,737.9	7.2204	3,124.9	4,938.3	12,078,622	4.8096	1,025	3,868	8,233,000	4.8418	2,007,118	1,063,730	448,865	1,789,603	244,627	5.3018	
VEST SOUTH CENTRAL Arkansas. Louisiana. Oklahoma. Texas.	2,276.8 8,665.1	-	2,446.5	1,250.6 5,869.1		5.0263	1,457	5,150	9,008,558	5.2961	2,038,812		131,017 104,400 468,150	454,564	75,954 70,698 291,441	1.4829 1.2143 5.1686	3 8
MOUNTAIN	13,760.0	9.7100	4,401.0	o,50e.u	20,007,020	0.3173	1,050	7,000	14,050,04		0,000,000	1,709,001	700,101	3,274,000	10,10		
Arizona Colorado Idaho Montana Nevada New Mexico Utah Wyoming	999.1 1,493.7 619.1 625.4 213.4 792.1 767.1 312.2	.9188 .3809 .3847 .1312 .4878 .4722	467.0 178.9 201.6 66.4 207.9 210.4	275.1 287.1 130.8 444.9 506.9	1,003,162		1,381 1,496 1,338 1,604 1,984 1,313 1,379 1,756			4 .9826 2 .4174 5 .4286 8 .1634 4 .4107 5 .4566	356,787 143,994 7 156,485 5 57,063 1 147,036 2 161,466	210,871 71,616 83,429 25,726 60,090	84,550 33,758 28,008 12,412 33,848 47,247	348,418 156,400 154,863 60,097 145,533 149,497	17,234 17,241 12,984 23,336	.4063 .1596 .4277 .4417	2 1 3 3 1 6 1 7 7
	5,823.	3.5810	1,603.0		0,518,700	-	-	-	-	3.688	1,328,103	096,134	316,546	1,297,400	208,89	3.5190	0
ACIFIC California Oregon Washington	1,674.	7.8811 1 1.0297 2 1.5797	4,237.1 844.1 830.1	10,532.1 907.2 1,660.1	23,264,511 2,661,073 4,480,043	9.263 1.069 1.784	0 1,816 8 1,896 0 1,74	8 5,49 0 4,89 4 5,39	0 15,485,10 2 2,040,08 8 2,828,56	3 9.107 2 1.199 4 1.663	3,790,427 8 472,731 672,200	1,540,672 248,467 333,077	100,453	2,910,439 434,168 543,188	483,60 46,51 79,96	8.9403 1.0957 1.7076	7 1
		10.490	-	-		-	-	-		-	4,944,38			3,887,763		11.7430	-
TOTAL U. S. A	182586.4	-	-		2 251132,58	-	1,54	-	-	-	-	18,782,734	-		-	-	1



In Greater Philadelphia,



The Bulletin delivers more copies



to more people every 7 days



than any other newspaper

He's a familiar and welcome figure in Greater Philadelphia. He, and his fellow newspaper boys, bring Philadelphians their favorite newspaper—The Evening and Sunday Bulletin.

To all the contents of a great metropolitan newspaper, The Bulletin adds its distinctive and characteristic reporting of local news. This is one of the many reasons why The Bulletin, in Greater Philadelphia*, delivers more copies to more people every seven days than any other newspaper.

\$14-County A.B.C. City and Retail Trading Zone

In Philadelphia nearly everybody reads The Bulletin

Advertising Offices: Philadelphia, Filbert and Juniper Streets New York, 285 Madison Ave. • Chicago, 520 N. Michigan Ave.

Representatives: Sawyer Ferguson Walker Company in Detroit
Atlanta • Los Angeles • San Francisco

When you take inventory for the entire year of 1954, here's what you get:

	NBC	Network	Advantage
Total advertisers	187	121	54.5%
Advertisers exclusive to the network	114	51	123.5%
Advertisers in network TV for the first time	54	20	170.0%
Advertisers with budgets of \$100,000 or less in all media	25	9	177.8%
	See	cont. P.I.B. and	Martin Records



Why is NBC the best-stocked showcase for products in all television?

Because of the excitement of pioneer programming, the vitality and the exuberance of the 90-minute Color Spectaculars . . . because of the advertising flexibility of NBC's great participation shows, TODAY, HOME and TONIGHT. . . because of the total effect of NBC leadership.

More advertisers keep coming to NBC because they find that the products they display there move faster off retail shelves.

And what pays off for other smart advertisers will pay off for you.

EXCITING THINGS ARE HAPPENING ON



TELEVISION





Some sales executives must feel like the farmer who, when offered a book on "BETTER FARMING," said "Heck, I haven't even got time to farm as well as I know how to now!"

So maybe there's some merit in the thought that the busy sales executive might be able to get better results out of the time he's got by putting the practitioners of "Ditch-Digging" Advertising on his team . . .

because "Ditch-Digging" Advertising procedures can help reduce the guesswork that sometimes impairs results. Like this:

1. We find out the viewpoints, prejudices, and confusions that cloak your product in the minds of your potential customers. We find out why your customers and prospects feel as they do.

Then, and only then, we determine the best advertising approaches and appeals best calculated to improve the viewpoints and reduce the confusions that obstruct low-cost selling.

This agency is equipped to work with any sales executive who wants to make sure his advertising theme is right, but doesn't have time to do it himself! If you'd like to see how "Ditch-Digging" Advertising procedures have done this for other sales executives, just let us know where and when.

The Schuyler Hopper Co.

12 East 41st St., New York 17, N. Y. • LExington 2-3135



"EXPERIENCED IN THE REDUCTION OF GUESSWORK IN ADVERTISING & SELLING"



The County-City Section

New Maps. In the summer of 1954. SALES MANAGEMENT editors conducted a survey among reader-users of the Survey of Buying Power to find out what kind of maps would be most suitable to use in connection with Survey figures on counties and cities. They were given the choice of the kind of county outline maps which we have used in the past, with shadings of five types to indicate the total amount of Effective Buying Income-or "distort" maps which would show the size of each county in its proportion of the total income rather than its total land area. By a vote of better than 7 to 3, subscribers voted for income "distort" maps.

Russell L. Simmons was commissioned to prepare the new maps. He has retained the normal shape and boundary lines of each state, and insofar as possible has kept each county in its proper geographic location.

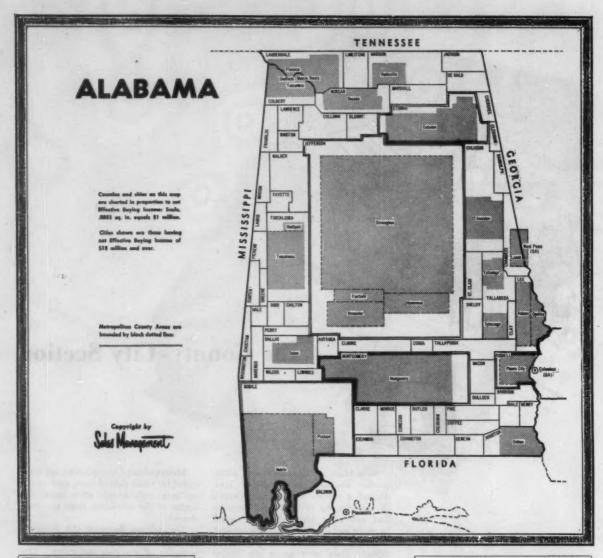
Each county is charted to show its proportion of the net Effective Buying Income of the state, and within each county, important cities are similarly charted to show their importance in producing the county's income. All cities are shown which had an E.B.I. of \$15 million or more in the year 1953.

Metropolitan County areas are indicated by black dotted lines, and where an area cuts across state lines, the sector of the adjoining state is reproduced.

The editors designed the maps to give at a glance the relative importance of counties and cities. The important counties stand out; the editors believe that no reader will want to use this particular kind of map for locating the less important counties. Code number locators have been eliminated because they seemed out of place on an "impression" map. Varying scales are used for the

Varying scales are used for the maps, based upon possibilities and restrictions involved in the size and shape of the state, number of counties, etc. On the first map, Alabama, each .0053 square inch equals \$1 million in income.

Selection of Cities. In the data section all incorporated cities are included which in the 1948 Census had retail sales of \$10 million or more. In general, this includes most cities of 10,000 population and up. Omitted are some suburban communities with insignificant shopping districts; included are some trading area towns of considerably less population but with a big retail sales volume,



Sell and Serve Southeastern Markets from Central

BIRMINGHAM

Because of Birmingham's central lo-cation in the heart of the growing Southeast, you can reach all its major buying centers in less time than from any other city in this region.

For specific information,

write or wire

BIRMINGHAM COMMITTEE OF 100

1914 Sixth Avenue, N., Birmingham, Alo.

hambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

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ALABAMA — Counties and Cities — (Other East South Central States: Kentucky, Mississippi, Tennessee.)

11 2 11		Pop.	1	TUMBE	R OF O	UTLET	S		Pop.	N	UMBEI	e of O	CTLET	s
City	County	thous.)	F	GM	FHR	A	D	City County	thous.)	F	GM	FHR	A	D
Alexander City	yTallapoosa	6.4	35	7	13	10	5	AthensLimestone	7.1	29	13	9	13	4
Andalusia	Covington	10.2	48	11	15	9	4	AuburnLee	13.6	22	4	7	1	6
Anniston	Calhoun	33.8	126	16	24	33	14	Bessemer Jefferson	31.1	135	13	23	18	11

© SM, 1955.

Before using these figures, see explanation page 11.

SUPER POWER FOR A SUPER MARKET!

WALA-TV Covers The Growing Gulf Coast With New 316,000 WATTS ERP

The Gulf Coast area grows bigger and richer as new industries continue to locate at Mobile and in surrounding territory.

. . . . And WALA-TV gives you clear coverage of this booming Alabama-Mississippi-Florida area.

WALA Also Is Best Radio Buy In This Area!

Here, too, is powerful radio to cover a great part of this super-market for your product.

RETAIL SALES IN METROPOLITAN MOBILE CONTINUE TO GAIN

	1951	1954
Retail Sales	\$188,608,000	\$221,964,000
Food	\$ 49,257,000	\$ 58,690,000
Gen. Mdse.	\$ 22,848,000	\$ 25,137,000
Furn., Hsld., Radio	\$ 9,818,000	\$ 11,647,000
Automotive	\$ 34,485,000	\$ 42,569,000

To Sell Mobile And The Fast Growing Gulf Coast Area, Specify

WALA

RADIO IN MOBILE SINCE 1930 — NBC AFFILIATE WALA-TV

VHF CHANNEL 10 NBC, CBS, ABC TV NETWORKS Mobile's Only Television Station

Owned and operated by Pape broadcasting and television corporations. Represented Nationally by Headley-Reed Company

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ALABAMA — (Continued)

wite la	A THE STATE OF THE	Pop.	N	UMBE	R OF O	UTLET	8	4.01		Pop.	N	UMBE	R OF C	OTLETS	8
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Birmingham	Jefferson	351.1	926	82	159	146	145	Mobile	. Mobile	149.0	444	38	67	56	61
Cullman	Cullman	9.1	35	13	12	23	4	Montgomery	. Montgomery	119.4	346	10		38	41
Decatur	Morgan	23.9	105	15	22	29	9	Opelika	.Lee	14.1	60	9	19	11	6
Dothan	Houston	24.6	103	5	19	27	9	Phenix City	. Russell	26.7	108	3	6	4	7
Fairfield	Jefferson	14.0	46	5	7	2	7	Prichard	. Mobile	23.8	86	13		8	7
Florence	Lauderdale	28.4	85	13	17	22	6	Selma	.Dallas	24.3	102	11	17	21	8
Gadsden	Etowah	63.7	241	20	52	43	24	Sheffield	. Colbert	14.1	49	6	14	12	3
Homewood	Jefferson	16.9	18	4	7	-	6	Sylacauga	.Talladega	13.8	56	12		19	9
Huntsville	Madison	19.3	67	14	23	33	9	Talladega	.Talladega	14.9	65	14	16		5
Jasper	Walker	9.5	40	13	15	18	6	Tuscaloosa	.Tuscaloosa	.52.1	119	13	30	32	20
		ATION	ES	E	FFECTIV	E BUY	ING		RETAIL SALES		M			SALES ADVER	RTIS-

	Metro	J		TION TIMATE	ES	EVID	TIVE BI					0	772	L SALES	-1954			ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	og.	Fami-	Urban-	Not	oy.	Por	Per	Dollara	%	Coun-	()e	FIVE ST	ORE GRO			Buying	Qual-
		(thou- sands)	U.S.A.	(thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mds.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Autauga		17.2	.0105	4.2	4.3	11,938	.0047	694	2,842	5,650	.0033	1,345	2,406	756	77	710	181	.0055	82
Baldwin		43.8	.0270	11.7	7.7	38,534	.0153	878	3,294	30,737	.0180	2,627	8,792	1,854	1,358	6,128	949	.0184	68
Barbour	- 101	27.1	.0167	6.7	6.6	17,230	.0069	936	2,572	10,680	.0063	1,894	3,267	1,480	700	2,002	305	.0067	82
Bibb		18.6	.0102	4.0		11,384	.0045	886	2,846	6,824	.0039	1,056	1,659	1,872	267	1,521	130	.0055	54
Blount		28.7	.0177	7.3	2.9	19,819	.0079	691	2,718	11,272	.0067	1,544	3,201	1,401	712	2,534	232	.0095	84
Bullock		15.4	.0094	3.7	3.1	9,187	.0037	597	2,483	4,137	.0024	1,118	1,245	720	183	520	146	.0044	47
Butler		27.7	.0171	8.7	6.5	18,564	.0074	670	2,771	13,712	.0081	2,047	3,728	1,869	644	3,427	324	.0006	88
Calhoun		86.2	.0530	22.5	47.9	96,813	.0385	1,123	4,303	69,219	.0407	3,676	20,266	5,581	3,905	10,012	2,074	.0420	79
Anniston		33.8	.0208	9.4		45,794	.0182	1,355	4,827	52,704	.0310		12,037	4,705	2,908	17,635	1,525	.0226	100
See West Point (Ga.)-Lanett		37.0	.0233	9.0	15.7	39,529	.0188	1,043	3,992	11,363	.0088	1,148	3,907	779	283	1,589	625	.0148	63
Charokee		16.2	.0100	3.9		11,016	.0044	680	2,825	4,891	.0029	1,254	1,286	728	268	963	98	.0050	80
Chilton		25.8	.0159	8.7	4.5	18,070	.0072	700	2,697	10,601	.0063	1,582	2,884	1,150	657	2,511	331	.0087	85
Choctaw		18.4	.0113	4.3		10,700	.0042	582	2,490	4,706	.0027	1,004	1,029	1,588	60	1,236	54	.0082	48
Clarke		25.6	.0157	6.5	3.1	18,061	.0072	700	2,779	19,591	.0115	3,014	2,723	3,671	883	8,272	443	.0102	85

O SM, 1955.

Before using these figures, see explanation page 11

IT'S ALL ONE BIG-

Muscle Shoals Market!

County and city figures are misleading when assessing the big Muscle Shoals market—for Florence, Sheffield, Tuscumbia and Muscle Shoals City are contiguous political units comprising ONE urban community of some 57,000, bisected by the Colbert-Lauderdale county boundary (the Tennessee River).

85.1% of the retail sales of the TWO counties combined is concentrated in this unified urban core of the market.

Here heavy and light industry complement agriculture to stabilize family buying income at a high level:

TVA Power . . . Metals . . . Chemicals . . . Rubber Products . . . Textiles . . . Frozen Foods . . . Ceramics . . . Fishing . . . Farming . . . Forestry

1340 KC

IOLW

1450 KC Mutual

WOWL

MVNA 1240 KC 1590 KC

TENNESSEE Tuscumbia ALABAMA

The Great AgriNDUSTRIAL **Muscle Shoals District**

MARKET NO. 257

ALABAMA - (Continued)

THE FLORENCE TIMES

THE TRI-CITIES DAILY

Circulation over 18,000

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

T Y	Metro	•		TION TIMATI	ES	40/7A	TIVE B	E				0	2777	SALES	-1954		31	SALES ADVER INC CONTR	TIS-
CITIES	politan Area	Total	%	Fami-	Urban- ized	Not	9%	Per	Per	Dellara	oy.	Coun-	(let	FIVE ST	ORE GRO			Buying	Oua
		(thou- sands)	U.S.A.	(thou- sands)	Popu- latien (thou- sands)	Dollars (add 000)	U.S.A.	Cap-	Fam-	(add 000)	W.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- des
Clay Cleburne Coffee Cotheri Sheffield. See Florence. Sheffield- Tuscumbia-		12.8 11.4 29.5 41.1 14:1	.0079 .0070 .0182 .0252 .0087	3.1 2.0 7.4 10.9 4.3	10.0	8,714 7,134 20,800 45,730 20,450		626 706 1,113	2,811 2,548 2,812 4,195 4,756	5,292 4,498 12,502 31,612 16,813	.0031 .0027 .0073 .0186 .0098	1,607 1,606 1,609 2,900	1,648 1,518 3,808 9,165 4,181	697 970 908 2,506 915	315 117 889 1,724 996	1,058 1,356 3,627 7,346 4,697	202 88 377 1,021 634	.0042 .0036 .0100 .0197 .0068	51 58 78
Coneauli Cooea Covington Andalinaia Crenshaw Culliman Dale Dalina Ssima Der Kalib Elmore Escambia Elevenh AGadaden Fayette Franklin Geneva Greene Haute Harry Hauston Jackson Jackson Jackson Jackson Jackson Jackson Fajeffeld Homewood	64	20.3 10.0 33.6 10.2 18.3 40.3 9.1 19.6 86.1 24.3 44.8 30.1 30.9 102.9 102.9 102.9 103.7 24.1 11.1 10.0 24.0 37.0 006.8 351.1 14.0	.0220 .3732 .2160 .0191	4.7, 2.8, 10.4 12.0 3.0 14.5, 7.2 13.8, 7.4 4.6, 6.3 6.2 28.1 1.1 8.4 4.5 12.0 12.0 12.0 12.0 12.0 12.0 12.0 12.0	18.6 9.1 8.0 24.3 6.2 6.8 10.6 70.5 2.8 8.0 2.8 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0	11, 481 7, 780 32, 512 11, 949 11, 874 32, 730 10, 337 13, 468 50, 569 28, 31c 28, 32c 24, 527 124, 138 60, 917 12, 195 18, 517 17, 007 8, 385 10, 613 11, 289 42, 439 29, 108 23, 578 887, 085 37, 087 12, 108 36, 693	.9048 .0130 .0041 .0053 .0202 .0113 .0113 .0105 .0097 .0465 .0048 .0074 .0066 .0083 .0042 .0045 .0116 .0116 .0004 .0116 .0004 .0116 .0004 .0116 .0004 .0116 .0004 .0116 .0004 .0116 .0004 .0116 .0004 .0116 .0004 .0116 .0004 .0116 .0004 .0116 .0004	714 842 1,171 649 078 1,136 837 901 1,165 835 833 796 1,206 1,306 888 770 708 854 841 811 811 811 1,183 1,183 1,183 1,183 1,183	2,581 2,728 3,446 2,693 3,488 3,933 2,463 3,390 3,244 4,728 2,651 2,939 2,743 2,258 2,258 2,258 2,344 2,258	6,686 3,128 21,788 11,182 7,854 21,673 16,203 7,979 36,184 30,014 18,123 13,819 28,227 74,917 64,266 8,541 14,071 13,842 6,542 7,083 8,641 14,071 13,842 6,542 7,083 8,641 583,146 447,503	.0040 .0018 .0128 .0066 .0045 .0128 .0066 .0047 .0127 .0165 .0127 .0400 .0377 .0400 .0378 .0400 .0378 .0400 .0378 .0400 .0378 .0400 .0378 .0400 .0378 .0400 .0378 .0400 .0378 .0400 .0378 .0400 .0378 .0400 .0378 .0400 .0378 .0400	1,202 2,085 1,642 1,831 1,996 2,424 1,876 1,867 3,451 2,233 1,857 1,457 2,233 1,817 1,490 3,824 1,749 3,986	1,906 1,224 6,370 2,898 1,988 6,612 6,824 4,758 6,612 6,824 4,758 19,604 1,906 2,008 3,947 1,900 1,901 1,900 3,244 142,448 93,576 4,107 4,747 4,747	871 731 1,331 1,127 1,332 7342 1,932 734 4,94 8,998 2,918 1,819 8,146 7,003 1,281 1,314 1,	196 1, 624 1, 047 299 1, 306 1, 198 899 1, 433 1, 434 1, 4	987 987 2, 101 1, 637 5, 377 5, 133 1, 102 7, 381 6, 802 3, 819 2, 447 7, 830 18, 739 1, 975 2, 983 1, 975 1, 918 13, 857 12, 983 1, 918 13, 857 12, 983 1, 918 101, 867 101, 867 101	144 104 1788 413 1400 569 478 346 1,133 31,133 1	.0006 .0013 .0036 .0006	82 83 89 83 89 83 89 83 89 83 89 89 89 89 89 89 89 89 89 89 89 89 89
Lamer. Lauderdaje. Florence- Skeffeld- Tuscumbio- Muscle Shoals- Florence.		15.0 96.2 64.8 28.4	.0346	3.7 18.2 18.8 8.2	28.4	8; 451 60, 853 77, 488 40, 198	.0242	1,003	4,870 4,902	4,731 39,143 60,886 32,687	.0028 .0230 .0240	2,575	1,336 9,000	963 5,103 4,838 2,950	182 1,771 3,187 1,432	1,073 10,290 17,074 9,843	~ 80000	.0289	71

A and A See end of state for SM Metropolitan County Areas.

O SM, 1955.

Before using these figures, see explanation page 11.

BIRMINGHAM

The Best Balanced Market in the South

UNDUSTRY

UNDUSTRY

Birmingham's fast growing economy rests on an ideal combination of

INDUSTRY

Birmingham is the Southeast's largest manufacturing center. Paced by the nationally known Committee of 100, Birmingham has expanded and diversified its industry at a tremendous rate, faster than any other city in the growing South. High wage-earning manufacturing workers are the backbone of Birmingham's large, rich mass market.

Birmingham is located at the center of the South, with shortest average distance to major Southern markets. It is also strong in wholesale trade, retail trade, transportation and communications industries.

AGRICULTURE

Alabama has shifted from a one-crop cotton system to a highly diversified and mechanized agriculture. Alabama is a national leader in increase of farm tractors, rural electrification and livestock. New \$4 million dollar agricultural marketing facility will make Birmingham the South's leading distribution center for farm products.

The Highest Per Capita Food Sales in the Southeast!

The Birmingham News Birmingham Post-Herald

Sources: 1947 Census of Manufacturing, U.S.D.A. Agricultural Marketing Service, U. S. Census of Agriculture, Edison Electric Institute
 Metropolitan Area
 Population 1954 Food Sales
 Per Capita Food Sales

 Birmingham
 606,800 \$142,449,000 \$235

 Memphis
 524,700 116,895,000 223

 Atlanta
761,100 169,307,000 222

 New Orleans
 782,700 172,837,000 221

BIG

MOBILE COUNTY FIRST IN ALABAMA! IN POPULATION GAINS, 1940-50

NOW 267,400

Mobile		Lts	172,434
Mobile	City Zone		212,964
Primary	Market*	*************	627,900

where the Dixie Belles

and cash registers are

ringin'

24% HIGHER THAN STATE

Mobile County\$4,542 State Average3,738

MORE HIGH NET INCOME GROUPS

Units: \$4000-6999 \$7000 up Mebile County 25.9% 8.7% State Totals 18.8% 6.2%

BIG RETAIL SALES Mobile Primary Market*

Add 000 2-yr.
gen
Total \$425,695 17%
Feed 110,129 18%
Aute 96,073 27%
G. M. 51,128 9%
MOBILE
Telephenes up 395%
Bank Clearings 325%

(1940-1954)

*16 adjacent counties

BIG CIRCULATION WITHOUT COMPETITION

PROOF OF INTENSE READERSHIP

Weekly Carry Subscr. 40¢
... UP 60% in 10 years
Mail Subscription \$20.80
... UP 190% in 10 years

BIG GAINS IN AD REVENUES

PRESS REGISTER 100,152

DAILY CIRCULATION
JANUARY, 1955
100% increase since 1940

The Mobile Press Register

OWNERS AND OPERATORS OF RADIO STATION WABB-AM-FM

A and A See and of state for SM Metropolitan County Areas.

Morning-Evening-Sunday
MOBILE, ALABAMA

REPRESENTATIVES:

ALABAMA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro	0	POPULA ES 1/1	TION TIMATI	ES	ALCOVA !	TIVE BI			02,00	1112	0	770	SALES	-1954			SALES ADVER INC CONTR	TIS-
CITIES	politan Area	Total	%	Fami-	Urban- ized	Net	%	Per	Per	Deliars	%	Geun-	(lin		ORE GRO				Qual-
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou- sands)	Dollars (add 000)	% U.S.A.	Gap- ita	Fam- ily	(add 800)	of U.S.A.	Sales Par Fam- lly	Feed	General Mdes.	Furn,- House- Radio	Auto- motive	Drug	Power	ity In- dex
Lawrence		26.4	.0163	6.4		10,230	.0065	815	2,537	6,527	.0039	1,020	2,371	1,138	200	998	281	.0077	47
Les		48.5	.0298	11.5	27.7	82,761	.0210	1,000	4,588	25,361	.0149	2,205	7,288	1,660	1,487	3,865	971	.0209	70
Opelika		14.1	.0087	4.0		16,546			4,137	17,530	.0103	-	3,786	1,240	1,118	3,520	324	.0081	
Auburn		13.6		2.8		20,114			7,184	6,585	.0039		2,194	311	300	345	593	.0009	82
Limestorie		35.1	.0216	8.6		25,570	.0102		2,973	18,026	.0106		4,904	1,964	693	3,604	482	.0126	
Athens		7.1	.0044	2.0		8,394	.0034	1,210	4,297	13,643	.0080		2,293	1,307	567	3,468	374	.0050	114
Lowndon		16.4	.0101	3.7		9,275	.0037	580	2,507	5,011	.0029	1,354	1,082	1,514	83	1,858	32	.0047	
Miscen		31.3	.0192	8.8	7.0	23,331	.0093	748	3,431	9,058	.0054	1,332	3,183	730	401	1,615	227	.0102	
Medison		75.8	.0467	19.4	37.0	68,651	.0277	919	3,590	88,028	.0329	2,888	11,678	9,037	2,338	12,150	1,255	.0330	200
Huntaville		19.8	.0119	6.7		27,141	.0106	1,406	4,449	43,774	.0257		6,112	6,784	2,241	11,794	1,000	.0158	130
Marongo		27.1	.0171	7.0	4.9	18,187	.0073	682	2,598	13,881	.0082	1,913	3,121	2,474	1,088	2,834	340	.0093	86
Marion		26.6	.0164	6.7		16,380	.0065	616	2,445	11,400	.0067	1,701	3,121	1,835	502	2,967	273	.0096	52
Morehall		45.0	.0277	11.4	13.9	33,404	.0131	742	2,807	34,132	.0201	2,888	7,029	3,121	2,325	10,177	927	.0182	88
Mobile	. 83	267.4	.1044	74.0	215.3	347,354	.1383	1,296	4,094	221,964	.1398	3,000	58,690	25,137	11,647	42,500	10,212	.1412	86
Prichard		178.8	,1085	80.1	8	845,581	.0971	1.48	4,898	197,300	.1101		45,808	21,865	11,440	41,346	9,218	.1050	29
▲ Mobile		149.0	.0017	43.1	7	217,849	.0867	1,460	4,985	178,389	.1049		38,700	22,002	9,924	39,306	8,482	.0933	102
Prichard		23.1	.0140	6.	8	27,781			4,266	19,010	.0112		7,862	861	1,516	2,040	736	.0118	81
Manroe		23.6	.0147	8.1	8 2.6	15,672	.0062	881	2,799	13,611	.0000	2,431	3,543	2,861	763	3,493	245	.0084	6 57

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

C SM, 1955.

Before using these figures, see explanation page 11.

25% of ALABAMA RETAIL DOLLARS



Alabama's Capital Part

The Hub of Which Is

MONTGOMERY

ALABAMA'S CAPITAL CITY

Population: City 119,400 - Metropolitan 149,800

ABC CITY and RETAIL ZONES Total Nearly

HALF A MILLION

To adequately cover Ala-bama, you must cover Montgomery, the capital part. The Montgomery Advertiser-Alabama Journal offers concentrated merchandisable coverage of this thriving area at only 28c per line.

(Sources: 1955 CONSUMER MARKETS, ABC 9-30-54)

78,178 Daily Circulation

ABC

72,948 Sunday Circulation

CENTRAL AND SOUTHEAST ALABAMA MARKET The Montgomery Advertiser ALABAMA @ JOURNAL

For More Details Ask KELLY-SMITH COMPANY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ALABAMA - (Continued)

	Metro-	O O		TION TIMATI	EB	AUTA I	TIVE B					0	777	SALES	1954	14.		SALES ADVER ING CONTR	T18-
CITIES	politan Area	Total	% of	Fami-	Urban- ized	Not	%	Per	Per	Dollars	of	Coun-	(in		ORE GRO				Qual
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Feed	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	in- dex
Montgomery	94	151.5	.0032	42.5	121.3	204,880		1,352		144,659	.0851	3,404	31,230	16,961	8,410	31,444	3,891	.0850	91
▲ Montgomery		119.4	.0734	35.5		176,860	.0704	1,481	4,982	136,506	.0803	100	26,675	16,440	8,109	29,871	3,891	.0740	101
Mergan		53.5	.0329	14.8	27.3	51,114	.0204		3,454	44,128	.0259	2,961	12,168	3,428	2,797	12,100	925	.0245	74
Decatur		23.9	.0147	7.4	110	30,906	.0123	1,293	4,176	32,714	.0192		7,733	2,327	2,290	9,320	757	.0149	101
Perry		18.8	.0116	4.3		11,389	.0045		2,649	7,899	.0045		1,789	1,223	225	1,086	204		82
Pickeds		22.7	.0139	5.3	2.9	13,065	.0055	802	2,578	9,975	.0059	1,882	2,483	1,207	333	2,394	278	.0073	63
Pike		20.2	.9180	7.5	10.9	22,741	.0000	779	3,032	14,694	.0086	1,959	4,170	2,237	824	2,903	828	.0108	59
Randolph		21.0	.0129	5.2	8.1	14,327	.0057	682	2,755	8,917	.0052	1,715	2,606	1,079	477	2,304	186	.0070	84
Russell	32	42.5	.0281	10.6	26.7	35,450	.0141	834	3,344	11,218	.0066	1,068	3,724	1,195	593	458	319	.0143	55
Phenix City		26.7	.0164	6.9		25,693	.0102	962	3,724	8,596	.0051		2,883	148	432	172	255	.0099	80
Saint Clair		26.2	.0162	6.5	.1	22,306	.0000	851	3,432	10,775	.0064	1,658	3,971	1,352	529	1,701	369	.0006	89
Shelby		30.5	.0187	7.6		25,437	.0101	834	3,347	12,274	.0072	1,615	8,544	1,298	888	1,673	328	.0109	50
Sumter		22.6	.0139	5.3		14,728	.0059	652	2,779	7,925	.0047	1,495	1,426	1,910	438	1,761	134	.0072	62
Tailadega		67.8	.0415	16.5	32.2	64,298	.0256	953	3,897	38,445	.0226	2,330	12,276	3,407	3,119	10,185	1,126	.0279	67
Sylacauga		13.8	.0085	3.9		18,094	.0072	1,811	4,639	18,064	.0106		4,269	1,330	1,291	6,132	567	.0085	100
Talladega		14.9	.0092	3.6		15,549	.0062	1,044	4,319	14,731	.0087		4,000	1,343	1,526	3,611	444	.0076	83
Taliapoosa	10.4	33.6	.0207	8.7	8.2	33,110	.0132		3,806	18,847	.0100	2,132	5,504	2,187	1,059	4,307	786	.0140	- 68
Alexander City.		6.4	.0039	1.0		9,193	. 0037	1,436	4,838	11,206	.0066		2,563	1,037	1,311	8,981	496	.0046	118
Tuecaloosa		101.0	.0621	24.1	54.8	104,144	.0415	1,031	4,321	61,830	.0363	2,500	17,308	5,895	4,924	10,042	2,269	.0448	71
Northport		56.6	.0348	13.4		70,589	.0281	1.846	5.863	84,052	.0318		22.588	4.453	4.984	10.048	8,238	.0306	88
Tuncaloosa		52.1	.0320	12.4	1	65,968	.0263	1.266	5,320	50,850	.0299		11,290	3,570	4,924	10,042	2,030	.0285	- 89
Walker		61.7	.0380	15.8	11.6	50,138	.0198	813	3,173	29,424	.0173	1,802	11,037	3,315	2,428	8,542	798	.0220	80
Jasper		9.5	.0058	- 2.8		11,746	.0047	1,236	4,195	16,267	.0096		2,949	1,723	1,628	4,837	878	.0064	110
Washington		15.5	.0005	3.8		9,089	.0036	884	2,588	4,440	.0027	1,269	1,886	1,286	-	939	30	.0045	47
Wilcox		21.9	.0135	4.0		11,170	.0045	510	2,280	5,893	.0034	1,203	1,508	1,871	109	867	80	.0000	44
Winston		18.0	.0111	4.4	3.4	13,561	.0054	783	3,082	5,772	.0034	1,312	1,431	704	971	1,586	166	.0000	53
Total Above Cities		1,114.9	.6858	323.8		1,573,901	.6267	1,412	4,861	1,838,727	.7874		290,986	157,332	84,731	317,392	41,335	.6872	100
State Total		3,143.9	1.9329	821.0	1472.2	3,178,411	1.2648	1,010	3,889	2,088,851	1.2283	2,544	543,374	264,182	116,851	449,723	00,771	1.3877	72

Before using these figures, see explanation page 11.

			POPULA ES 1/1		ES	MOTA .	TIVE B					0	777	SALES	1954	1		SALES ADVER ING CONTR	TIS-
AREAS	Metro- politan Area	Total	%	Fami-	Urban- ized	Not % Per Per Dollars % Coun- (in thousands of dellars—aild 000)											Buyins	Oual	
		(thou- sands)	U.S.A.	(thou- sands)	Population (thou- sands)	Dollars (add 900)	U.S.A.	Cap- ita	Family	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdes.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Sirmingham		102.9	.3732	17L.7 28.1	485.2		.3457 .0495		5,056 4,418	583,146 74,917		3,398	142,449	96,083 6,146	33,253	114,291		.3803	
Mobile	20	207.4	.1844	.74.0	215.3	347,384	1365	1,200	4,004	221,964	.1805	3,000	38,090	25,137	11,647	42,900		.1412	1
Montgomery	94	161.8	.0932	42.5	121.3	204,860	.0016	1,852	4,821	144,869	.0001	3,404	31,230	16,961	8,418	31,444	3,801	.0050	91
Total of Areas		1,128.6	.8941	316.3	902.8	1,544,400	.6151	1,300	4,889	1,004,606	.0025	.3340	282,173	136,327	58,272	207,042	30,869	.0271	90

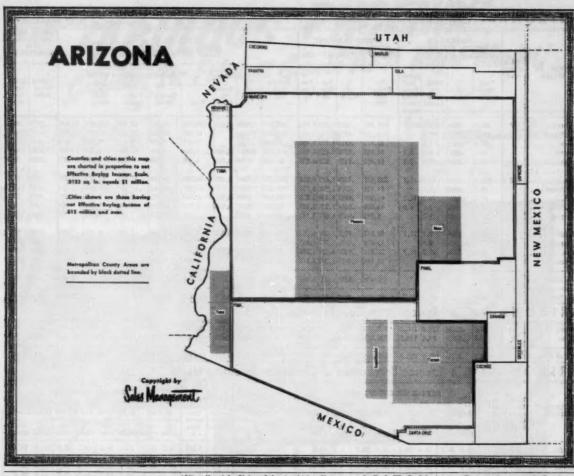
A L A B A M A - M Income Breakdown of Consumer Spending Units

111113	Total	in- come			VET IN	COME	GROU	P8, 19	84		1	Total	in- come		1	NET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- aumor Units (theus.)	per Con- currer Unit \$	96	% in- come	\$2,500 Units	5-3,999 % in- come	8	-6,909 % In- ceme	55	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- aumer Unit 3	15	2,499 % In-	1 %	-3,900 % in- ceme	\$4,000 % Units	% In- come	\$7,000 % Units	% In-
Autsugs	4.5	2,063	62.1	.33.1	19.7	25.0	14.7	20.8	3.5	12.1	Lauderdale	17.8	3,456	47.3	19.4	25.8	25.2	20.9	82.7	6.1	22.7
Baldwin	12.0	2,977	52.9	25.2	98.3	32.1	14.1	28.6	4.7	17.1	Florence		3,932	30.8	14.8	28.6	22.9	25.0	34.4	8.6	28.4
Barbour	7.2	2,303	68.6	40.7	10.7	27.7	8.7	19.8	8.0	11.8	Lawrence		2,253	69.6	43.8	21.9	32.9	6.8	16.2	1.7	7.1
Bibb		2,468	63.1	36.4	28.4	35.0	9.6	21.0	1.9	7.6	Lee	17.7	2,985	58.1	27.8	31.4	24.2	15.2	27.6	8.8	20.6
Biount	4.2	2,445	66.3		13.1	38.4	10.4	23.1	2.8	8.7 11.4	Opelika		3,627	44.0			25.6	20.2	30.2	8.3	27.0
Butler	7.1	2,822	63.4		21.2	27.4	8.1	19.8	3.1	12.0	Auburn		2,587	68.4	37.5	18.4	21.4	11.4	23.9	3.8	17.2
Calhoun	25.9	3,735	39.5	15.0	30.7	27.8	23.0	33.3	0.8	23.9	Athens	2.4	3,634	47.3	18.4	22.9	24.9	10.6	21.2	3.5 7.3	17.2
Anniston	11.2	4,094	35.8		30.6	25.2	24.8	32.8	8.8	29.8	Lowndes	4.6	2,010	82.5	58.2	10.2	17.1	4.7	12.7	2.6	12.0
Chambers	11.1	3,860	41.8	16.8	20.7	28.3	22.4	34.1	6.6	21.1	Macen	0.3	2,400	68.6	39.0	17.3	23.2	9.6	20.7	4.6	17.1
Cherokee	4.6	2,474	68.6	38.2	21.31	28.8	9.4	20.6	2.9	12.4	Madison		3,003	53.8	24.7	25.1	27.4	16.3	28.5	4.8	19.4
		1	-		-	-	1000		-		Huntsville	7.3	3,733	44.8	17.0	25.7	23.2	21.2	30.8	8.3	29.0
Chilton	7.2	2,800	85.2	36.8	31.4	28.9	10.7	23.0	2.7	11.3	Marenge	7.8	2,335	72.7	44.2	15.0	21.8	9.1	21.0	3.2	13.0
Choctaw	6.0	2,134	76.6	50.9	15.6	24.8	5.8	14.1	2.2	10.2	Marion	7.0	2,352	68.1	39.9	24.5	35.2	7.3	16.8	2.1	8.1
Clark	6.8	2,618	63.8	34.5	23.8	29.9	9.0	18.8	4.0	18.8	Marshall	12.5	2,676	61.7	32.7	23.4	29.5	11.3	22.0	8.6	14.0
Clay	3.6	2,448	67.0		20.0	27.6	10.3	22.9	2.7	10.7				-			13			1000	
Cleburne	3.1	2,271	70.2	43.8	19.2	28.6	9.1	21.7	1.5	8.9	Mobile	186.4	4,020	39.2	13.8		22.7	24.7	33.3	9.1	30.2
Doffee	7.8	2,632	60.9	32.8	24.4	31.3	11.8	24.2	3.9	11.7	Mobile	0.38	4,186	38.9	12.9	25.9	20.9	25.5	33.0	10.4	33.2
Golhert	11.0	3,833	40.0	14.8	27.4	24.2	25.1	35.4	7.5	25.6	Prichard	7.5	3,884	36.4	14.0	83.5	29.8	25.5	37.4	8.6	18.8
Sheffield	4.9	4,191	34.3	11.6	28.8	23.2	27.4	38.4	9.5	29.8	Monree	5.3	2,478	66.8	39.3	19.6	26.7	10.3	22.4	3.3	12.6
Conecult	8.2	2,217	71.1	45.5	20.9	31.9	6.1	14.8	1.9	7.8	Montgomery	61.8	3,952	48.9	15.7	28.7	20.3	21.1	20.0	11.3	35.0
Cocca	2.9	2,664	58.9	31.3	26.4	33.5	11.8	23.9	2.9	11.3	Montgomery	44.0	4,017	42.6	15.0	24.2	20.3	21.6	29.1	11.6	35.6
Dovington Andalusia	11.4	2,862	56.6	28.1	26.5	31.3	13.3	25.0	8.6	18.6	Morgan	16.2	3,147	58.6	24.2	24.6	26.4	16.0	27.5	5.8	21.9
Angalumb	3.4	3,465	45.6	18.6	26.2	27.8	20.1	31.4	6.1	22.5	Perry	8.8	3,637	73.5	17.4		24.6	20.6	17.4	8.2	27.3
Crenehow	5.3	2,267	73.9	48.4	16.4	24.5	6.8	16.5	3.9	12.6	Pickens	5.0	2,284	72.2	44.2		23.5		20.9	2.8	11.4
Gullman	13.4	2,435	68.6	39.9	20.7	28.7	8.3	18.5	3.4	12.9	Pike	8.4	2,700	64.7	33.9	19.2	23.9	-	23.3	4.4	18.9
Cullman		3,288	80.5	21.8	27.4	28.2	16.3	26.8	8.8	23.2	Flandolph	5.7	2,492	61.5	35.0		26.4		22.1	1.7	6.8
Dale	5.3	2,587	64.9	36.3	22.0	29.3	10.1	21.8	3.0	12.9	Pussell	11.7	3,020	51.2	24.0	27.3	30.4		29.9	4.8	15.7
Dallas	16.7	3,024	62.9	29.5	17.1	19.1	13.7	24.8	6.3	28.9	Phonix City	7.9	3,272	44.3	19.2		31.2		32.7	5.7	18.9
Selma		3,355	54.4	23.0	22.2	22.3	16.2	28.2	7.2	28.5	Saint Clair	7.3	3,061	49.8	23.1	28.0	31.9		29.8	4.4	15.2
Do Kalb	12.0	2,353	68.7	41.4	20.6	29.8	8.3	18.8	2.5	10.3					-						
Elmars	8.5	2,965	54.8	26.2	23.7	27.0	16.0	30.8	4.6	15.9	Shelby	9.2	2,775	56.2	28.7	27.1	33.0	13.7	28.7	3.0	11.6
Escambia	8.4	2.917	55.6	27.0	27.1	31.4	12. 7	23.6	4.6	18.0	Sumter	6.6	2,242	75.8	48.0	12.7	10.1	8.6	20.7	2.9	12.2
Elowah	31.3	3,963	34.8	12.4	31.5	26.9	25.6	34.9	8.1	25.9	Talladega	18.5	3,476	42.2	17.2	31.1	30.2	21.1	32.9	5.6	19.7
Gadadea	20.9	4,167	31.6	10.8	31.6	25.8	27.6	38.8	9.2	27.8	Sylacauga	4.8	3,735	38.5	14.6	30.1	27.2	24.7	35.8	6.7	22.4
Fayette	5.0	2,446	68.0	39.4	19.8	27.3	9.7	21.6	2.5	11.7	Talladega	4.6	3,412	44.8	18.6	30.4	30.1	18.8	29.8	6.0	21.5
Franklin	6.8	2,732	88.3	30.3	26.2	32.4	12.1	24.0	3.4	18.3	Taliapossa	9.6	3,498	42.3	17.3		31.2		31.2	5.9	20.3
Geneva	8.7	2,527	63.7	35.7	24.3	32.5	9.3	20.0	2.7	11.0	Alexander City.	2.3	4,075	37.4	13.0	31.7	26.3	20.5	27.2	10.4	33.5
Greens	4.1	2,032	82.3	57.5	10.2	16.0	5.0	13.2	2.5	12.4	Tuscalonea	32.6	3,175	58.9	24.1	23.6	25.1	16.6	28.3	5.9	22.5
Hale	8.2	2,061	79.8	38.8	11.8	19.4	10.0	18.2	3.6	7.2	Tuscalossa Walker	20.3	3,245	54.4	23.8	22.5	23.4	16.5	27.6	6.6	25.2
fourton	13.9	3,844	56.1	26.2	24.6	27.3	14.3	25.3	5.0	21.2		17.3	3,806	53.4	17.5	30.1	26.2	13.0	24.4	3.5	14.3
Dothan	8.4	3,468	48.8	19.1	27.7	27.0	18.7	29.2	6.8	24.7	Jasper	4.0	2,242	72.2	45.7	18.7	28.2	8.9	18.5	2.2	9.6
lackson	9.0	2,302	67.5	40.0	21.4	30.3	8.5	19.2	2.6	10.5	Wilcox	5.6	1,980	80.0	57.1	0.500	23.0	5.0	13.6	1.4	6.3
lefferson	195.7	4,436	31.9	10.2	30.3	23.1	26.5	32.3	11.8	34.4	Winston	5.2	2,827	64.2		23.0			17.0		18.8
Birmingham	122.0	4,402	32.6	10.5	29.2	22.4	000	33.2		33.8					-					200	10.0
Sememer	9.9	3,761	36.4	13.7	35.2	31.6	21.4	30.8	7.0	23.0	Total Above			38.8	13.6	27.6	23.0	23.8	31.9	9.8	31.5
airfield	4.3	4,226	29.2	9.8	35.6	28.4	25.6	32.8	9.6	29.0	Cities	389.2	4.044	38.9	13.6	27.6	23.0		31.9	8.9	
lomewood	5.3	6,915	22.3	4.6	20.8	10.2	28.6	22.3	28.3	02.0								-			
amer		2,078				25.5		15.6	1.4	8.4	State Total	941.3	3,375	50.0	21.0	25.4	28.4	18.0	28.9	6.6	24.7
D SM. 1955.			-			-	-	-				-	-	-	-	-					

WHAT THE TRIANGLES STAND FOR . . .

The solid black triangles in these tables and footnotes refer to Standard Metropolitan Areas.

The open triangle indicates SALES MANAGEMENT "Potential" areas.



				Pop.	N	UMBER O	P OUTL	ETS							Pop.	Num	BER OF	OUTLET	8
City	C	county		thous.)	F	GM FI	IR A	1	D	Ci	ty		County		thous.)	F GI	M FHR	A	D
Douglas Flagstaff Mesa Nogåles	Coc	hise onino ricopa ta Cruz		12.3 8.3 22.3 6.9	39 20 47 19	6 5 6	9 1	9 13 122 7	2 4 5 5	Phoen Presco Tucso Yuma	ntt	Y	laricopa. avapai ima uma		140.9 7.4 53.1 12.0	28 145	63 101 4 6 25 52 11 10	55	58
	Metro	-		ATION STIMATE 1/85	8	ANTA.	CTIVE B INCOME ESTIMA	E	_			•	TTA	SALES	-1954			SALES ADVER INC CONTR	TIS-
CITIES	politan Area	Total	96	Fami-	Urban-	Net	96	Per	Per	Dollara	oy.	Coun-	(ir		TORE GR) .	Buying	Oual
		(thou- sands)	% of U.S.A.	fies (thou- sands)	Population (thou- sands)	Dollars (add 000)	u.s.a.	Cap- ita	Fam- ily	(add 000)	u.s.a.	Sales Per Fam- ily	Food	General Miles.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Apache		31.7 35.8 12.3 30.0	.0198 .0220 .0076 .0190	3.7 7.5	10.0	18,468 49,891 16,837 33,400	.0067	1,366 1,366 1,000	3,130 4,752 4,551 4,481	18,680 36,055 13,881 38,972	.0051 .0212 .0082 .0171		1,377 9,717 3,531 4,726	4,056 8,212 2,390 4,148	1,080 969 .1,045	8,49 2,84 5,61	1,151 1 192 6 681	.0001 .0207 .0073	94 96 82
Flagstaff Gila		27.3 14.5 16.1		7.6 3.6 4.1	12.3	12,134 37,326 15,621 24,546	.0148	1,367	7 4,911 7 4,339 5 5,988	28,012 28,073 13,818 10,104	.0108 .0118 .0081	-	3,901 5,180 2,423 3,324	4,282 1,115 8,060	, 687 1,131	2,04	3 778 2 341	.0066 .0141 .0074	85

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

COUNTIES Office of the control of th	Total (thou-				Name of Street,	ESTIMA	TES-	-1954			J	EST	MATES-	1984		11.1	CONTR	
APhoenix Mesa Mohave Navaje Pima132		% of	Fami-	Urban-	Met	57	Per	Per	Dellare	% of	Coun-	(in		ORE GRO			Buving	Oua
APhoenix Mesa Mehave Navaje Pima132	eands)	U.S.A.	(thou- eands)	Popu- lation (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- lity	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdae.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- der
Mosa	450.0 140.9		133.2	334.2	244,026			5,020 5,214	499,840 344,235	.2038	3,753	105,313 53,168	49,859	33,807 27,853	100,987 76,071		.2778	
Navajo	22.3	.0137	6.3		27,871			4,424	31,800	.0187		7,811	5,804	2,441	8,932	699	.0139	1
Pima 182	8.3	.9061	2.5	3.4	12,109	.0048	1,459	4,844	9,011	.0053	3,804	1,995	1,943	106	1,503	188	.0060	96
	33.2	.0204	7.6	7.5	27,426	.0100	826	3,609	27,103	.0100	3,866	5,186	6,390	824	3,637	977	.0143	70
	210.8			118.7	320,937			5,314	210,857		3,491	49,355	28,618	14,318	33,882		.1270	
Pinal	53.1	.0327	16.5		94,821			5,747	167,031	.0082		31,707	23,145	13,969	31,314	7,704	.0549	
Banta Cruz	57.1 10.2		14.3		81,089			4,335	48,207 14,999	.0283	3,371	15,572	2,817	1,834	7,188	1,888	.0279	1 77
Nogales	6.9		1.7		13,465 8,741			5,142	13,561	.0080		2,437	8,135 3,870	678	1,929		.0050	
Vavapal	25.4	.0180	7.6	10.1	37,941	.0151	1,484	4,902	25,593	.0180	3,368	5,866	1,849	1,192	5,966	500	.0152	8
Prescott	7.4		2.9		12,822			4,425	15,882	.0093		3,004	831	1,015	4,332		.0063	
Yuma	39.1			19.7	57,814		08.00.0	5,286	82,733		4,838	11,941	5,824	1,507	8,131		.0256	
Yuma	12.0	.0074	3.7		19,140	.0076	1,598	5,173	30,460	.0232		7,481	4,045	1,368	7,687	1,068	.0122	168
Total Above Cities	263.2	.1620	84.0		436,402	.1738	1,653	5,195	643,901	.3786		111,770	86,070	49,159	137,792	23,211	.2329	144
State Total	900,1	.8148	278.3	574.3	1,379,624	.5483	1,381	4,967	1,005,655	.8915	3,614	224,822	122,008	88,447	183,514	37,400	. 5780	9
ARIZONA	1-1	SM	Met	ropo	litan (Coun	ty	Are	as									
Phoenix	1 450.0	.2824	199.0	334.2	668,663	2862	1.457	is oool	499,840	2020	3,753	105,313	49,859	33,607	100,987	12 020	.2778	91

ARIZONA - Om Income Breakdown of Consumer Spending Units

	Total	In-			ET IN	COME	GROU	PS, 19	и			Total	In- come			NET IN	COME	GROU	P3, 10	14	
COUNTIES	Con- sumor Units (thous.)	por Con- sumer Unit 8	90-2 95 Umits	% in- come	\$2,500 % Units	1,900 % in- come	\$4,000 Units	4.998 % fn- come	\$7,000 Units	& Over	COUNTIES	Con- aumor Units (thous.)	por Con- sumor Unit	\$0-2 % Unita	2,400 % In- coma	\$2,500 % Units	% In-	\$4,000 % Umits	0-6,900 % in- come	\$7,000 % Units	% In-
Apache	7.3	2,513	64.0	34.2	19.4	24.7	13.4	25.3	4.2	15.8	Tueson	23.3	4.071	39.7	13.1	23.2	18.3	25.2	31.6	11.9	37.0
Cachine	12.7	3,942	36.2	12.4	24.6	20.0	30.1	39.0	9.1	28.6	Pinal	17.0	3,653	38.7	14.2	26.3	23.1	26.6	37.3	8.4	28.4
Douglas	4.3	3,907	36.1	12.4	24.8	20.3	30.3	39.7	8.8	27.6	Santa Cruz	3.2	4,170	40.9	13.2	25.1	19.2	22.7	27.9	11.3	39.7
Ceconine	9.2	3,653	42.0	15.5	26.0	22.7	23.8	33.4	8.2	28.4	Nogales	2.1	4,104	41.2	13.5	24.6	19.2	22.9	28.5	11.3	38.8
Flagstaff	3.0	4,083	35.2	11.6	26.6	20.8	28.3	35.5	10.0	32.1	Yavapai	9.5	3,965	35.7	12.0	22.9	18.4	31.8	40.9	9.6	28.7
Glia	8.6	4,300	27.7	8.6	19.7	14.5	41.5	48.8	11.1	26.1	Prescott	3.2	4,028	33.8	11.3	25.3	20.1	30.2	38.4	10.7	30.2
Graham	4.8	3,625	42.1	18.6	26.2	23.1	21.9	31.0	0.8	30.3	Yuma	13.2	4,380	33.5	10.3	24.1	17.7	31.0	36.5	11.4	35.5
Greenlee	5.0	4,865	18.2	8.0	17.3	11.4	52.5	\$6.3	13.0	26.3	Yuma	4.0	4,827	27.4	7.6	22.8	15.1	35.8	38.1	14.0	39.2
Maricepa	180.6	4,164	35.3	11.4	25.7	19.8	27.6	33.9	11.4	34.9			-	-	- 11	-		-	-		-1
Phoenix	56.4	4,329	31.2	10.6	25.1	18.5	28.0	33.3	12.7	37.6	Total Above		17.00			100		100			
Moss	0.3	4,079	35.0	11.5	26.8	21.1.	27.9	35.0	10.3	32.4	Cities/	103:1	4,235	35.5	11.2	24.7	18.7	37.7	33.6	12.1	36.5
Mohave	3.0	4,063	31.1	10.3	25.4	20.1	33.1	41.8	10.4	27.8		-		-	-	-				-	
Navajo	8.5	3,225	49.2	20.5	20.4	20.2	21.1	33.6	9.3	25.7	State Tetal	341.7	4,038	36.5	12.1	24.8	19.7	28.0	35.5	10.7	32.7
Pima	79.6	4.034	36.4	12.1	24.8	19.7	27.9	35.4	10.9	32.8			1			1-				-	

.4119 183.6 482.9 988,600 .3841 1,478 5,112 710,687 .4178 3,671 184,688 78,477

O SM, 1955.

Before using these figures, see explanation page 11.

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FABULOUS PHOENIX* Continues Its Fabulous Growth As A Major Market!



More than 460,000 persons nearly half the entire population of Arizona— make their homes in the metropolitan county area. New residents continue to pour in at better than 2,500 per month!



\$540,000,000 — more than half a billion dollars — was the total of retail sales in the metropolitan county area in 1954 alone! . . . An increase of more than 38 per cent in just the past 4 years!



Phoenicians built approximately 10,000 new homes in 1954 — a 25 per cent increase in new home construction over 1953.



The metropolitan county area is the buying and shipping center for surrounding farm and fruit land totaling approximately one million acres with an annual crop valuation of 200 million dollars.



\$240,000,000 is the estimated value of manufactured products turned out in the metropolitan area in 1954 — an increase of 6 per cent over the previous high of 1953.

low cost, complete coverage of METROPOLITAN PHOENIX

Total coverage of Metropolitan Phoenix is offered advertisers by the Phoenix Republic and Gazette! Here is the key that unlocks the door to one of the fastest-growing major markets in the United States — a one-buy, single-insertion medium that delivers the Metropolitan Phoenix market as can no other!

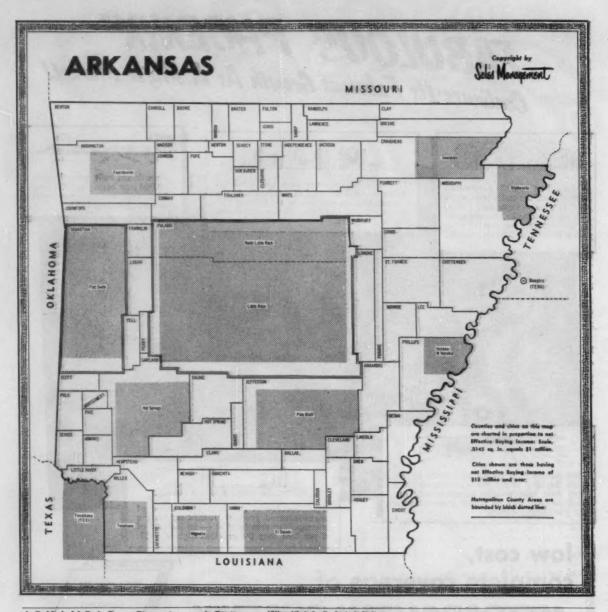
*Maricopa County

THE PHOENIX REPUBLIC AND GAZETTE

National Representatives: Kelly-Smith Company







		Pop.	N	UMBEI	OF O	UTLET	S			Pop.	N	UMBEI	R OF O	JILET	8
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Batesville	Independence	6.9	32	6	10	20	4	Little Rock	Pulaski	. 111.1	376	35	64	61	51
Blytheville	Mississippi	18.0	106	12	15	21	12	Magnolia	Columbia	. 10.5	30	11	7	12	
Camden	Ouachita	12.9	59	9	15	20	7	Newport	Jackson	6.9	36	7	11	16	4
Conway	Faulkner	9.4	47	9	11	16	5	North Little Ro	ock. Pulaski	. 50.0	204	16	31	38	20
El Dorado	Union	24.9	112	9	19	34	16	Osceola	Mississippi	. 5.4	20	9	5	7	
Fayetteville	Washington	19.2	51	10	13	25	5	Paragould	Greene	. 10.6	61	7	11	16	1
Forrest City	St. Francis	8.6	42	7	11	15	6	Pine Bluff	Jefferson	. 43.1	178	8	26	35	12
Fort Smith	Sebastian	56.9	172	18	40	60	20	Searcy	White	6.9	21	8	8	19	4
Helena	Phillips	11.7	4.5	9	11	15	8	Springdale	Washington	7.1	33	8	6	7	
Hope	Hempstead	9.2	63	14	12	19	5	Stuttgart	Arkansas	8.3	39	4	11	17	-
Hot Springs	Garland	32.1	148	13	33	30	32	Texarkana	Miller	. 17.2	88	6	12	16	-
Jonesboro	Craighead	18.2	72	8	18	22	7	West Memphi	Crittenden	. 12.9	53	6	8	9	1

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.

CIRCULATION (9/30/54 compared with 3/31/51)

Gazette 94,033-up 3,261 2nd paper 80,126 - down 2,622

GAZETTE LEADS BY 13,907

Gazette 105,387— up 4,685; 2nd paper 91,939—down 1,400

GAZETTE LEADS BY 13,448

SUBSCRIBERS spend 37% more FOR THE MORE SATISFYING GAZETTE than for 2d newspaper CIRCULATION REVENUE, 1954 GAZETTE \$1,815,306.10 4

Gazette 35c weekly-up 75% since 1942. In same period, 2d newspaper up only 50%.

GAZETTE FAMILIES SPEND \$35,445,808 more

FOR RETAIL GOODS AND ...

\$5,917,740 more FOR FOOD

than families reached by 2d newspaper.

(BASED ON DAILY CIRCS. & COUNTY SALES PER FAMILY)

GAZETTE FIRST IN NATION IN 1954 among

11 newspapers in U.S. to better their competitive positions in total advertising.

TOTAL LINAGE 1954 VS. '53 ARKANSAS GAZETTE 16,560,567 54.2%

Gain: 588,377 of volume (52.6% in '53) (2d paper lost 801,784)

BIG FAVORITE IN RETAIL ADVERTISING RETAIL LINAGE 1954 vs. '53

ARKANSAS GAZETTE 10,321,296 54.4% (52.2% in '53)/ Gain: 515,691 (2d paper lost 336,247)

The Gazette parried 56% of Glassified and 53.3% of Editorial linage in 1954!

LEADER IN GENERAL!

GENERAL LINAGE 1954 vs. 1953 ARKANSAS GAZETTE 2,337,127 59:4% Gain: 103,023 of volume (55.5% in '53)/

2d paper lost 227,363 Includes all supplements (Exclusive of liquor, which Gazette does not accept)



All indices of newspaper advertising value are continually and vastly favorable to the Arkansas Gazette. Concentrate your effort where advertising pays off - in the only medium that blankets and SELLS Little Rock and Arkansas!

BEST WITH DEPARTMENT STORES and 3 LEADING GROCERY CHAINS

in linage and expenditures!

In 1954 department stores spent 46% more ... Kroger, Safeway and B&W spent 14% more ... in Arkansas Gazette than in 2d paper for more RESULTS.

TOPS IN COLOR COMICS

WITH A

15,065 LEAD IN 1954

reflecting advertisers' reliance on Gazette for best results at lowest 12-time rate per unit per thousand.

ARKANSAS GAZETTE -

29% more Editorial . . . 25% more pages. THAN 2d PAPER

DOMINANT!

In 63 counties where Gazette concentrates 95% of its 94,033 circulation, ALL morning newspapers have but 17,224 circulation. In Pulaski Co. (Little Rock), Gazette has 558% more circulation than largest magazine!

Gazette aggregates more coverage than 2d newspaper in-

ARKANSAS CITIES OVER 1,000 8 LARGEST CITIES IN TRADING ZONE 23 ARK. CITIES WHERE E.B.I. IS

\$15,000,000 AND OVER

Gazette's millines (3d qr. '54 vs. 3d qr. '51) \$2.826 6% 8%

2.803 HP 2d Paper \$2.931 Daily 2.674

LITTLE ROCK kansas



The John Budd Company and Arkansas Gazette will supply further data on request.

Represented by THE JOHN BUDD COMPANY



	Metre	-	POPULA ES 1/1	TION TIMATE /86	3	Malla I	TIVE BI			1 bes	R. El	0	773	SALES		14		ADVERT	TIS-
COUNTIES	politar	,		- 1	Urban-						123	Coun-	(in	five st	ORE GRO			Duntan	0
	4	Total (thou- ounds)	U.S.A.	Fami- iios (thou- sands)	Population (thousands)	Dollars (add 660)	of U.S.A.	Per Cap- ita	Per Fam- ily	Deliars (add 800)	of U.S.A.	Sales Per Fam- ily	Food	General Mdso.	Furn House- Radio	Auto- motive	Drug	Buying Power Index	Qual ity in- dex
kaness		23.6		6.9	10.3	25,845 12,399			3,746 4,592	27,233 18,578	.0190	3,947	5,172 2,895	1,396 510	1,243 896	5,879 4,985	784 552	.0129	131
Stuttgart Aley otter		8.3 24.6 11.1	.0151	2.7 6.5 3.2		20,580	.0082	837	3,168	14,400 7,271	.0043		3,920 1,572	3,251 483	340 218	2,883 2,837	396 199	.0048	
mion		87.7 18.8	.0007	4.7	5.5	35,085 13,827	.0130 .0088 .0040	878	2,900 2,942 2,004	34,482 14,252 19,061	.0203 .0083 .0000	3,032	8,719 2,535 1,880	1,957 1,441 2,127	1,214 847 482	8,596 4,423 2,700	782 320 204	.0072	7
adley		8.1	.0637			12,336	.0016	883	2,813	2,000	.0012	1,373	500	434	35 632	188 1,478	22 349	.0019	8
icot		20.3				10,221 14,174		70:	8 2,555 2 2,444	7,945 11,633	.0000	2,008	3,021	1,354	330	1,001	336	.0074	1
ark uy aburno		21.1 28.1 10.1	.015	7.0	2.8	19,131 18,871 6,291	.0071	74	2 3,243 9 2,696 2 2,280	18,111 11,724 3,659	.0001	1,875	3,319 2,649 804	1,684 1,341 445	- 1,128 - 70	4,416 2,391 493	287 100	.0088	1
leveland		8.1	2 .006	2.1		5,864	.002		1 2,575	1,800	.010		604 3,258	400 2,472	12 890	4,583	62		8
Magnolia		10.	5 .006	3.3	3	14,490	.008	1,38	4,393	13,128	.007		2,075 1,881		623				
raighead Jonesbore		81. 18.	2 .011	2 5.	8	52,100 26,030	.010	4 1,43	3,831 30 4,912		.015	2	4,230	2,402			76	.012	0 1
rawford rittenden West Memphis		50. 12.	8 .031	2 13.	0 12.9	17,62 35,50 11,25	.014	2 61	12 2,796 98 2,731 73 3,218	8,786 33,183 18,916	.019	6 2,551		2,237	621	10,613	49	.010	2
1000		23.						5 7	72 3,000 77 2,970	6,69	.003	2,232	2,25	629	321	1,64	3 23	.004	13
row		23.		-		17,57			38 2,834 57 2,825	-				970	54	1,25	2 10	.006	11
Conway		24. 9. 11.	.1 .014	18 6. 18 12.	.5	21,25 11,86 8,19	8 .00	7 1,2	82 3,32 63 4,74 45 2,73	12,96	5 .007	76	3,29	9 1,494	1,00	2,93	8 33	.005	58
ulton			.8 .00	12 2.		5,31	8 .00	21 0	28 2,12 08 4,13	2,19	6 .00	13 87	49	-				.002	
ariand Hot Springs		48 32 8		10.	.8	48,19	.019	1.5	01 4,46 35 2,60	8 80,59	7 .02	88	9,52	3 4,47	8 2,79		1 2,2	55 .022 74 .000	
Paragould		27 10	.6 .00	85 3	.6 10.6	12,6	4 .00	50 1,1	33 3,03 196 3,72	8 15,12	.00	89	3,08	7 93	8 1,00	8 3,60	0 8		65
Hope Hope		9 24	.2 .00	57 2	.4 9.1 .9	10,7	.00	43 1,1	138 2,90 172 3,71 060 3,38	9 12,5	.00	74	2,60	1,06	0 86	5,0	3 2	61 .000 87 .00	55
faward		11 22			.2 3.				100 2,51 787 2,86						8 8	18 3,8	13 8	.00 .00	100
Batesville			.9 .00	42 2	.8	. 8,1 8,6			178 3,66 821 2,26)72)12 83	1,90					10 .00	126
Newport		1		42 2	.1 6.1 1.0 1.6 43.	8,9	37 .00	36 1,	834 3,00 295 4,40 001 3,5	13,1	82 .00	196 2,54 178 120 2,4	2,5	02 1,10	04 8	81 4,4 41 3,5 40 13,5	55 8	.01 136 .00 148 .01	
Pine Bluff		41		13	1.1	53,6	20 .00	14 1,	244 4,01 800 2,8	48,0	10 .00	282 044 1,7	10,1	06 3,2	55 2,9		40 1,0	141 .02	245 056
afayette			0. 8.8	122	3.3 2. 5.5 2.	9 13,1	78 .0	366	772 2,9 706 2,5	41 9,2	30 .0	036 1,8 035 1,6	78 1,8	24 1,4	25 8	75 1,3 80 1,3	46	.00	045 069 989
Lincoln	***				3.9	1			605 2,6 573 2,3			084 1,8			160	88 2,3	100	184 .00	045
Little River Logan		1	0.7 .0	086	2.9 2.	.5 8,0	.0	034	810 2,9 706 2,8	68 4,7	158 .0	028 1,8 058 2,1	40 1,6	192 5	19 1	174 1			038
Leneks Madison		2 301	0.7 .0	066	6.9 2.7	6,	578 .0	088	858 3,1 615 2,4	36 2.	.0		177	550 4			104 178 194	80 .0	104
Marien					0.2 17			022	743 2,8 ,026 3,8	3 - 3		0018 (3 000	3					1181
Texarkens (Tex.)-Texas ons (Ark.)			7.7 .6	1884 1	8.8				.847 8,1 ,245 3,1			0455	10,				767 8,		031

"Dig this CRAZY crystal ball!"

"Huh? Man, that's no crystal ball . . . it's a bag of the long green!"

"Right you are son, but we're looking into the future for all of KATV's advertisers. Remember, the Air Force's big SAC bomber base in Little Rock will be completed this summer!"

"Yea man! That'll bring lots of new folks and new money into the already booming Central Arkansas Market!"

"Our Uncle (Sam, that is) says that it will bring in at least 15,000 new people . . . and an annual payroll of over \$25,000,000!"

"Any hep economist can tell you that a payroll dollar usually turns three to five times before coming to rest...that means the SAC payroll will generate an additional \$150 million to \$250 million of purchasing power in the Little Rock area every year!"

"Sing on son, just think of all the new TV sets that will be added this year to the 103,-389 already in KATV's coverage area!"

"Swoosh! If an advertiser buys KATV now, he can fly higher than a B-47 in Arkansas!"



To fly high in Arkansas see:

Bruce B. Compton Nat'l Sales Manager Avery-Knodel, Inc. National Reps

CBS KATV ABC

Channel 7

Studios in Pine Bluff and Little Rock John Fugate, General Manager 620 Beech Street, Little Rock, Arkansas

	Matro-	0	POPULA ES 1/1	TION TIMATE /55	8	AUTA !	TIVE BI					O.	770	SALES	1954			ADVER ING	TIS
CITIES	politan Area	Total	% of	Fami-	Urban- ized	Not	% ef	Per	Per	Dellars	«	Coun-	(ir		ORE GRO			Buving	Ous
		(thou- sands)	U.S.A.	(thou- sands)	Population (thou-sands)	Dollars (add 800)	U.S.A.	Cap- ita	Fam- lly	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mose.	Furn House- Radie	Auto- motive	Drug	Power Index	ity In- des
Miseiselppi		83.4	.0513	21.5	23.4	73,105	.0291	877	3,400	53,912	.0317	2,508	11,927	8,615	2,640	14,035	1,373	.8343	60
Blytheville		18.0	.0111	5.5	* 100	23,252	.0093	1,292	4,228	27,908	.0165	-	4,174	2.884	1.692	9,428	745	.0118	100
Osceols		5.4	.0033	1.6	400	6,646	.0026	1,231	4,154	11,161	.0066		1,903	693	419	4,084	281	.0080	1
Monree		18.7	.0115	4.9	8.8	14,653	.0058	784	2,890	11,569	.0000	2,350	3,300	1,165	768	1,682	306	.0073	61
Mantgomery		6.0	.6037	1.0		4,213	.0017	702	2,633	1,408	.0009	918	830	458		265	45	.0018	41
Nevada		13,4	.0082	3.8	3.6	10,229	.0041	763	2,841	6,826	.0038	1,013	1.820	1,282	134	1,739	163	.0048	
Newton		7.8	.0048	1.9	****	3,925	.0015	503	2,006	843	.0004	338	366	97		86	20	.0018	31
Ouachita		38.2	.0223	10.1	16.3	36,907	.0147	1,020	3,654	27,703	.0163	2,743	7,470	3,424	1,292	7,188	794	.0187	71
Camden		12.9	.0079	8.9		16,244	.0065	1,259	4,165	20,984	.0123	100	4,498	2,380	1,141	6,993	646	.0065	104
Porry		8.1	.0031	1.3		3,400	.0014	687	2,615	1,288	.0008	991	324	653	200	71	24	.0016	82
Phillips		47.4	.0292	13.0	18.0	40,843	.0162	862	3,142	30,427	.0179	2,341	8,170	2,939	1,945	6,025	894	.0193	
West Halena		19.8	.0119	8.1		84,000	.0096	1.848	8.949	21.941	.0189		4,788	1,783	1,548	5.565	717	.0111	91
Helena		11.7	.0072	3.8		14,567	.0058	1,245	3,833	18,806	.0111		3,411	1,504	1,378	5,156	860	.0077	
Piko		9.4	.0058	2.8		7,880	.0831	806	2,915	3,947	.0023	1.518	762	736	88	. 717	124	.0034	31
Poinsett		36.9	.0227	9.2	6.3	27,618	.0110		3,001	24,188	.0142	2,829	8,018	2,506	1,171	4.224	097	.0143	83
Pelk		13.5	.0083	3.9	4.3	9,678	.0038	717	2,482	8,307	.0040	2,130	2,284	1,081	429	2,190	255	.0050	-
Pope		21.7	.0133	6.0	7.7	18,883	.0974	857	3,000	12,000	.0074	2,100	2,873	1,824	861	3,232	361	.0006	-
Prairie		13.2	.0081	3.4		9,203	.0037	697	2,707	5,497	.8032	1,617	1,400	1,195	279	501	144	.0044	54
Pulaski Little Rock-	81	218.5	.1332	85.1	171.7	328,767	.1309	1,619	5,051	227,848	.1340	3,800	43,783	38,183	11,008	55,274	7,850	.1323	
North Little		13.5	900	1735 Up	6 6 97	45000	14 1-32	100			50 11	687	M. L.	5673	70 20	The said	0.33		100
Rock		161.1	.0001	50.4		967,556			5,300	881,784		15	40,417	48,975	10,960	84,977	7,688	.1188	
▲Little Rock. ▲North Little		111.1	.0653	35.1		200,035	.0797	1,800	\$,609	166,821	.0981	3	28,815	35,020	8,407	33,796	6,136	.0629	121
Rock		80.0	.0308	15.8		67,521	.0269	1,380	4,418	54,903	.0323		11,602	1,985	2,553	21,181	1,490	.0388	31
Randelph		18.7	.0097	3.8	3.0	11,807	.0048	731	3,028	6,354	.0000	1,872	1,200	858	900	828	172	.0054	



* A Radio Team You Just Can't Beat!

PLAYING TO "CAPACITY" AUDIENCES IN THE BILLION DOLLAR TULSA TRADE AREA OF EASTERN OKLAHOMA . . . and the RICH FT. SMITH MARKET OF WESTERN ARKANSAS.

Use both stations for greater discounts.

KTUL TULSA, OKLAHOMA TILSA BROADCASTING CO.

KFPW

BROADCASTING CO. FT SMITH, ARKANSAS

AVERY KNODEL, Inc., National Representative

			POPULA ES 1/1	TION	E9	EFFEC	TIVE B	UYING	1				-	SALES	tive adfima			SALES	AND TIS-
	Metro- politan	· ·	m 1/1	/55		OM	NCOMI ESTIMA	TES-	1984			0/	EST	IMATES-				CONTR	OLS
COUNTIES	Area :	Total		Fami-	Urban- ized	Net	46	Per	Per	Dellars	100	Down-	(in	five st	of dollars			Buying	Qual
2003		(thou- sands)	U.S.A.	lies (theu- sands)	Population (thou- sands)	Net Dollars (add 000)	of U.S.A.	Per Cap- ita	Per Fam- ily	(add 800)	U.S.A.	Sales Per Fam- ily	Food	General Mries.	Furn House- Radio	Auto- motive	Drug :	Power Index	ity In- dex
Forrest City		36.3 8.6 25.6	.0223 .0053	9.2 2.7 8.4		27,326 9,520 23,760	.0100 .0038	1,107	2,070 3,526 3,713	18,679 12,231 14,678	.0110	19	4,708 2,434 3,743	1,000 649 1,001	1,298 935 615	3,822	805	.0132 .0061	96
oalt		8.0	.0054	2.8		8,481	.0020		2,802	3,911	.0023		811	1,410	23	829	Luci	,0000	
ebactian	50	10.3 67.1 56.9	.0064	2.7 20.8 17.9	57.8	6,234 93,173 83,310			2,309 4,478	3,085 83,543 27,796	.0018 .0491 .0458	1,186	718 14,337 12,378	326 11,301 0,808	187 3,802 3,325	28,16 28,04	128 2,343	.0031 .0415 .0378	10
orderharp		31.2 B.1	.0060	2.2		9,253 5,381	.0037	864	2,802 2,448	0,394 1,496	.0038	880	1,420	880	197	1,54	48	,0044	-
tone	-	7.0		1.0	24.0	4,248	.0017	1,262	2,380	1,020	.0011	1000	9,897	3,788	3,478	13,80		.0020	
an Buren		24.9	.0153	7.9		38,410 8,790	.0153	1,543	4,862	36,345 2,948	.0214	1,179	6,452 715	2,048	3,144 171 1,649	11,716 91 9,02	8 88	.0171 .8027	5
Vashington Fayetteville Springdale		53.2 19.2 7.1		18.6 5.8 2.2		50,536 30,940 7,765	.0120	1,119 1,575 1,094	5,498	81,807 28,320 18,527	.0365 .0184 .0100		9,382 4,747 2,508	8,037 3,198 617	7,211	7,38	742	.0130	11
Visite		97.3 6.9		10.4		30,452 8,835	1800.	810 1,981	4,017	20,161 12,751	.0119		3,711	3,41. 1,780	761 428	6,31	357	.0048	8 84
Veodruff		17:4	.0107	4.1 3.1		11,100 8,589	.0044		2,583 2,454	9,794	.0084		1,995	2,121 1,578	354 260	1,88		.0060	
otal Above Citie		518.0	.3185	160.8		748,180	.2072	1,440	4,640	780,783	.4476		134,586	80,768	40,816	210,40	1 22,967	.3464	3 10
itate Total		1,802.0	1.1629	807.1	8,500	1,807,618	.7180	958	3,429	1,839,040	.7878	2,840	288,587	188,708	84,594	318,78	38,064	.8286	1
ARKAI	NSI	45-	- SH	M	letro	politai	1 Co	unt	y A	reas									
ort Smith Little Rock-Nort	50	67.1	.0413	20.	67.8	98,173	.037	1,396	4,479	83,543	.0491	4,018	14,337	11,391	3,500	25,18	1 2,341	.0410	31
Little Rock	. 81	216.4 102.4				328,797 100,480		1,610	5,051 3,020	227,848 95,678			43,783						
Total of Areas		386.5	.2376	118.	279.8	530,480	.211	1,374	4,881	407,088	.2383	3,515	81,390	50,429	18,728	90,98	12,787	.224	
ARKAI	NSI	45-	- SM) In	com	e Brea	kdov	vn c	of C	onsum	er S _I	pendi	ing U	nits	1 1				
-	-	in- come		NET	INCOM	E GROUPS	1964					Total	in-	18.0	NET IN	COME Q	ROUPS,	1984	
COUNTIES	Total Con- summer Units (thous.)	per Con- sumer	\$0-2,49 % in	6	000-3,90 % In-	1 %	SE 10	000 & O	6		UNTIES		c Con-	\$0-2,49 % Units ca	8	% In-	4,000-4,9 % in	- %	9
Arkaneas	7.0	3,822	43.5 18	.S 26	.7 24.1	21.4 2	8.8	.2 26 .4 30	1.8		ey			54.0 27 67.2 38		38.5	9.1 19.		
Baxter	3.4	3,127	52.2 21	1.2 24	.6 26.1	18.2 3	0.9	.0 10	8.6	Carro	d	. 4.4	2,338	68.6 46 76.9 56	0.9 20.8 0.8 13.4	29.5	8.1 18. 7.7 19.	4 2.5	11
Benton	15.2		59.4 31	.0 24	.9 30.1	12.1 2		1.6 14						63.8 34	1.6 23.9	2000	0.6 22.		



The pair that takes the television audience jackpot in the Little Rock market is KARK and KARK-TV.

Pulse rates KARK tops morning, afternoon and evening—66 quarter hour "first" out of 72! Why such popularity? For one thing, KARK is a habit—and a good one—with listeners in 23 Arkansas counties. Dials have been fixed at 920 since 1928.

It's the same with KARK-TV . . . now delivering 52% of the over-all audience, according to Pulse, and programming seven of the top ten multi-weekly shows in the market, including the first two.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ARKANSAS - (Continued)

	Total	in-	Call.	NET INC	OME	GROU	P8, 19	54		4	Total	ln-3		NET INCOME	GROUPS, 19	54
COUNTIES	Con- sumer Units (thous.)	Con- oumer Unit	\$0-2,400 % In- Unite com	\$2,500- % Units	% In-	\$4,000 % Units	4,999 /n- corne	\$7,000 Units	% (n-	COUNTIES	Con- sumer Units' (thous,)	per Con- sumes Unit	\$0-2,499 % In- Units come	\$2,500-3,999 % In- Units come	\$4,000-8,999 % in- Units come	87,000 4 Ove % In- Units come
Gleburna	3.0	2,103	78.2 48.	20.8	32.5	4.6	11:7	1.6	7.4	Jackson	7.8	2,884	58.2 -28.1	23.3 -20.8	14.0 25.8	4.5 10.3
Cleveland	2.4	2,327	67.7 40.	23.0	32.8	8.9	15:0	2.4	10.9	Newport	2.5	3,527	46:4 18.3	24.7 -23.2	21.3 31.9	7.7 20.6
Columbia	8.4	3,190	58.7 .24.	21.2	22.1	17.8	29:6	5.3	24.0	Jefferson	28,2	3,038	57.6 -26.4	20.0 22.8	15.9 27.8	5.6 23.0
Magnolia	3.8	3,808	47.1 .17.	21.1	10:4	23.9	33.3	7.5	31.1	Pine Bluff	16.3	3,297	59.9 22.8	21.6 -21.9	18.4 29.7	0.9 20,1
Conway	8.0	2.341	67.6 .40.	21.3	30.1	8.9	20.2	2.2	9.5	Johnson	4.0	2,479	64.0 -35.9	24.9 33.3	9.3 -17.8	2:8 13.0
Craighead	15.8	3.273	51.7 -22.		26.2	18.8	28.3		28.8	Lafayette	3.9	2,535	66:0 36.7	18.6 24.4	10:9 22.8	3.6 -10.1
Jonesboro	7.0	3,008	44.4 16.		22.6	23.4	32.1	8.0	28.6	Lawrence	5.0	2.537	63.8 - 85.0	-22.9 30.6	9.8 20.5	3.5 14.5
Crawford	6.6	2,652	59.3 .31.		31.0	12.7	25.4	-	12.5	Lee	6,6	2,448	70.9 40.4	16.9 22.9	8.5 18.4	3.7 -18.3
Crittenden	14.9	2,381	72.5 42.	10.7	23.3	7.1	15.9	3.7	18.4	Lincoln	4.4	2,028	79.0 54.3	13.7 22.3	5.5 14.3	1.8 9.1
West Memphis.	4.1	2.732	6k.5 31.		26.5	11.0	23.2	4.8	19.0	Little River	3,6	2.423	68:7 39.5	18.9 -25.9	9.4 20.5	3.0 - 14.1
Dross	6.6	2,762	63.5 .32.		24.2	10:7	20.6	5.6	23.2	Logan	5.6	2,394	68.8 38.2	23.0 -31.9	8.0 19.7	2:3 -10.2
Dalins.,	3.5	2,726	50.6 28.		35:4	11.5	22.3	3.8	13.4	Logari	0.0	*,000	00.0 00.1	20.0 01.0	0.9 10.7	8.0 10.2
	- 3			1	1			1		Lonoke	7:7	2,841	00.5 - 29.6	28.4 27.3	10.7 20.0	5.4 23.1
Dosha		2,425	68.9 39.	a lance	21.8	11.8	25.3	3.6	13.4	Madison	3:2	2,063	74.4 50.2	18.6 -29.9	5.8 14.9	1.2 -8:0
Drew		2,813	63.8 . 35.		28:7	10.7	22.8	3.0	12.4	Marion	2,3	2,447	63.5 - 36.2	28.2 31.4	11:3 24:2	2.1 8.2
Faulkner	8.5	2,486	64.5 .36.		29.0	11.3	24.2	2.4	10.7		1	1				
Conway	4.4	2,078	61.1 31.	21.8	28.9	13.6	26.8	3.8	14.4	Miller	11.6	8,141	50:5 22.3	27.5 29.1	17.1 29.0	4.9 19.0
										Texarkana	6,3	3,423	44.1 - 18.0	28.8 27.9	20.9 32.3	-6.3 -21.6
Erankile	3.5	2,343	.66.1 29.		32.7	0.000	20,9	1.6	7.2	. Mississippi	22.9	3,191	57.7 25.2	28.5 24.4	12.8 21.3	6.0 29.1
Garland	1,000	2,148	70.6 : 45.		32.7	7.5	18.5	-8	3.9	Blytheville	6.3	3,680	47.5 18.0	26.4 23.8	18.0 25.9	8.1 . 32.3
Hot Springs	18.3	3,437	47.4 19.		27.2	17.5	27.0	8.0	28.8	Ouceola	1.9	3,511	49.4 19.6	26.0 24.6	17.8 28.9	6.8 28.8
tios oprings	10.0	0,000	40.0 -10.	and.	2314	-18.3	-27,5	7.7	-29.7	~Monree,	~6.6	-2,626	61.3 - 32.5	23.5 29.6	41.4 -23.1	-3.0 -14.0
Grant	2.5	2,450	61.7 35.		35.2	10.6	22.0	1.7	6.8	Montgomery	2.0	2,088	74.1 49.2	17.0 26.8	8.1 20.5	.8 3.5
Greens	7.9	2,914	58.4 27.		28.2	12.0	21.0	4.8	22.0	/ Nevada	3.9	2,636	63.8 33.1	22.8 28.7	10.7 21.6	3.7 18.6
Paragould	3.6	3,498	48.4 19.		25.8	17.1	25.8	7.3		Newton	2.0	1,922	77.9 56.5	17.4 30.0	4.0 10.9	.7 2.6
Hempotead	7.0	2,643	62.4 32.	22.4	20.0	13.4	24.9	2.8	14.2	Ounchita	31.1		48.4 :20.4		19.6 31.3	
Hope	3.4	3,198	50.2 21.	27.4	28.5	17.6	29.2	4.8	20.5	Camden	4.6	3,514	48.4 20.4	28.1 28.5	19.6 31.3	6.9 20.5
Het Spring.	20.00	3.303	45.2 19.		31.8	17-6	28.4	5.5	20.8	Porry	2500	2,113	72.0 47.4	21.4 33.6	5.6 14.1	1.0 8.0
Howard	2:4	2,365	64.8 38.	C & new contract of	33.9	9.4	21:0	1.6	0.9	Phillips.	15:4	2.647	65.1 34.3	21.3 26.5	9.3 18.7	4.4 20.8
Independence.	6.8	2,568	62.4 . 33.		32.5	9.8	20.1	2,6	13.5	Helena		3.032	60.3 27.7	23.8 24.9	10.3 17.9	6.7 29.5
Batosville	2.2	3,053	51.6 -23.		33.0	14.0	25.9	4.4	19.0	Pike		2,000	59.6 31.9	25.5 32.5	12.0 -24.5	3.9 1.11
[zard		1.950	74.5 53.		38.2	2.7	7.4	.3	1.3	Poincett		2,785	60.7 30.3	1	10.4 19.8	5.3 21.8

O SM, 1955.

Before using these figures, see explanation page 21.

ARKANSAS — M Income Breakdown of Consumer Spending Units — (Continued)

	Total	In-		. ,	ET IN	COME	GROU	PS, 19	84			Total	In-		,	HET IN	COME	GROU	PS, 19	54	
CITIES	Con- sumer Units (thous.)	per Con- numer Unit	% Units	5,400 fn- come	\$2,500 % Units	8	\$4,000 % Units	5 in- come	\$7,000 % Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- aumer Unit	\$0-2 % Units	75 in- come	\$2,500 % Units	-3,990 5 in- come	\$4,000 Wnits	% In-	\$7,000 % Units	%
Polk	4.1	2,361	89.6	30.5	23.1	31.0	8.6	19.3	2.4	10.2	Sharp	2.6	2,074	73.0	49.0	20.7	33.0	5.5	14.1	.8	3.9
Pops		2,512	63.9	34.9	23.3	30.7	11.0	23.3	-2.8	11.1											
Prairie	3.6	2,572	61.8	33.4	25.8	33.3	8.6	17.8	3.8	15.6	Stone	2.0	2,120	72.0	47.1	20.5	31.9	6.3	18.7	1.3	5.3
					100		1000				Union	15.9	3,949	42.2	14.9	23.4	18.8	27.0	36.3	8.4	30.0
Pulnski	78.9	4,274	38.0	12.4	26.7	20.7	34.8	30.8	10.5	38.1	El Dorado	8.8	4,348	38.4	12.3	21.9	18.7	28.9	35.3	10.8	35.7
Little Rock	44.0	4,551	36.6	11.2	25.5	18.6	25.6	29.8	12.3	40.4	Van Buron	2.8	2,053	75.2	51.0	19.3	31.0	4.0	10.4	1.6	7.6
Little Rock	17.1	3,955	37:6	13.2	28.9	24.2	25.4	34.2	8.1	28.4	Washington,	29.0	2.974	56.2	25.3	25.6	28.6	13.3	23.7	4.0	21.4
Randelph	4.7	2,458	64.4	38.8	23.5	31.7	0.2	19.9	3.9	11.9	Fayetteville	9.5	3,195	54.7	23.8	23.4	24.3	15.6	26.0		25.9
St. Francis	10.6	2,568	- 08.0	38.8	20.3	24.2	7.7	18.0	4.0	21.0	Springdale	2.4	3,235	47.0	20.2	33.5	34.4	14.4	23.6	5.1	
Forrest City		3,279	55.2	23.4	22.6	22.9	14.6	23.6		30.1	White	11.0		63.7	34.8	24.4	31.6	9.0	18.7	-	14.9
	100	1	-		1	-	-		1		Searcy	2.8	3,172	53.7	23.2	26.6	27.8	15.1	25.2		23.8
Saline	7.8	3,130	43.6	19.2	24.2	35.9	18.1	30.4	4.1	14.8	Weedruff	4.9	2.279	70.6	43.2	19.5	28.3	7.6	17.8	1000	10.9
Scott	2.8	2,279	64.8	36.8	27.1	39.5	7.0	16.3	1.1	4.7	Yell	3.7	2,301	66.0	40.0	25.3	38.4	7.1		1.6	
Searcy	3.1	2,031	73.7	49.8	22.3	26.4	4.3	11.4	-7	2.4			-,				****				
		-			-			****	-	700	Total Above	1000						1			
Sebaetian	23.6	3,946	40.3	14.2	29.8	25.1	22.5	30.3	7.4	30.4	Cities	196.7	3,783	44.5	16.3	25.9	22.0	21.3	29.7	8.4	31.4
Fort Smith	20.7	4,026	39.2	13.6	29.8	24.5	23.2	30.6	7.8	31.3										-	
Sevier		2.00000	58.5	31.0	27.1	34.3	11.9	24.2	2.5	10.8	State Total	000.1	3,012	56.6	28.2	24.0	26.4	14.3	25.1	5.1	22.3

CALIFORNIA — Counties and Cities — (Other Pacific States:

Calif. state maps	—pages 246, 249	Pop.	N	UMBEI	or O	UTLET		Pop. NUMBER OF OUTLE	rs
City	County	thous.)	F	GM	FHR	A	D	City County thous.) F GM FHR A	D
Alameda	Alameda	71.9	109	: 12	- 26	20	16	EscondidoSan Diego 8.8 22 6 16 14	
	Alameda	19.6	34		11	12	4	EurekaHumboldt 26.4 59 11 26 36	
Alisal	Monterey	23.3						Fresno	4
Alhambra	Los Angeles	54.2	81	23	56	54	15	Fullerton Orange 29.0 37 7 20 20	
Altadena Town-		3 35		-	-	-	-	GardenaLos Angeles 19.5 42 6 14 15	
ship	Los Angeles	44.9						GilroySanta Clara 5.8 28 5 7 9	
Anaheim		25.7	39	7	20	27	7	GlendaleLos Angeles 113.9 191 36 125 85	3
Antioch	Contra Costa	14.7	37	5	12	13	. 5	Grass ValleyNevada 5.3 25 7 11 9	
	Los Angeles	35.4	32	7	21	5	6	HanfordKings 10.9 32 7 25 16	
Auburn		4.9	16	5	8	10	5	HawthorneLos Angeles 22.1 25 7 16 10	
Azusa	Los Angeles	15.3	21	6	8	5	2	HaywardAlameda 30.1 48 10 17 19	
Bakersfield	Kern	42.5	103	18	59	58	17	Hermosa Beach. Los Angeles 14.8 30 11 11 20	
	Los Angeles	17.1	35	5	16	14	4	Huntington Park. Los Angeles 30.3 77 22 54 34	1
Belvedere Town-							200	Indio	
ship	Los Angeles	49.5	177	9	12	7	7	InglewoodLos Angeles 53.1 68 24 72 29	
Berkeley		117.8	290	40	72	53	47	La MesaSan Diego 18.1 27 3 10 9	
Beverly Hills	Los Angeles	30.4	43	18	42	24	26	Laguna BeachOrange 8.2 22 9 22 11	
Brawley		13.3	38	6	5	9	4	LodiSan Joaquin 17.0 37 11 13 21	
Burbank		91.4	102	22	69	52	23	Long BeachLos Angeles 289.1 526 95 235 154	10
Burlingame		22.1	42	8	23	17	7	Los Angeles Los Angeles 2157.3 4,083 735 1,818 860	70
	Insperial	8.6	20	4	4	3	4	LynwoodLos Angeles 30.0 34 7 25 19	1000
Carmel-by-the-Sea.	Monterey	5.4	21	4	7		4	Madera Madera 13.1 35 5 11 22	
	Butte	13.1	32	10	19	31	9	Manhattan	
Chula Vista		28.4	30	6	10	8	3	BeachLos Angeles 31.3 15 5 10	
Colton		16.8	38	5	8	9	5	Martinez Contra Costa 10.1 29 5 13 16	
Compton		61.5	62	15	26	47	0	MarysvilleYuba 9.0 32 8 20 24	
Corona		12.0	37	6	11	8	4	MaywoodLos Angeles 13.8 23 7 13 4	
Coronado		20.9	15	4	7	4	4	36-1- D-1 C-36-1- 26 0 46 0 0	
Costa Mesa		20.2	- 8					Merced Merced 20.0 51 7 17 26	
Culver City		32.2	33	8	19	13	7	Modesto Stanislaus	1
	San Mateo	24.7	45	4	5	12	A	MonroviaLos Angeles 25.5 40 7 27 21	
	Kern	10.6	25	4	13	15	4	Montebello Los Angeles 26.9 35 4 12 6	
East Bakersfield.		50.4	- *		*	*			
	San Diego	12.4	16	5	0	5	2	Monterey Park. Los Angeles 28.1 25 2 15 11 Monterey Monterey 20.3 44 8 16 25 Nana Nana 15 7 37 9 23 20	1
El Centro		15.8	24	3	9	17	4	Monterey	
	Contra Costa	23.9	26	4	9	6	6	National CitySan Diego 31.4 37 6 11 12	- 1
	Los Angeles	9.7	15	2	18	24	6	Newport Beach . Orange	-
	vendenes	2.0	13	1	10	49	3	(Continued on page 244)	-

"Not Available.

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Before using these figures, see explanation page 11.

New Feature at End of Each State

Immediately following the metropolitan areas at the end of each state you will find a new table that breaks down the consumer spending units for counties and cities in the state . . . by these income brackets: \$0-\$2,499; \$2,500-\$3,999; \$4,000-\$6,999; over \$7,000.



These organizations are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in these cities, or the state or area. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

MADERA COUNTY, CALIFORNIA

PLANNED INDUSTRIAL DISTRICTS WITH

Two main line railroads
Spur tracks
Excess labor
Yosemite National Park
Lakes, mountain streams and parks
Electricity, gas, telephone on sites
Adequate water
Low tax rate
Full civic Cooperation

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Department SM, P. O. Box 307, Madera
or Telephone Madera for
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VALLEJO

CALIFORNIA

Desirable industrial and commercial locations on San Francisco Bay, centrally located to serve all the West.

Write for Site Survey and Economic Summary to

CHAMBER OF COMMERCE

IN THIS ISSUE

Foreword	11- 50
Industrial Data Section	51-77
Farm Income Section	78- 90
Growth Trends: Population,	
Soles, Construction	91-119
Metropolitan Areas	155-212
Leading Counties	121-152
County-City Section	223-756
Territories	757-758
Canadian Data	760-807

LOOKING for a new plant site?

See page 69 for the

12 DISTINCT ADVANTAGES

OFFERED TO INDUSTRY BY

LONG BEACH, CALIFORNIA

SAN FRANCISCO BAY REGION

"Crossroads Of The World"

STRATEGIC LOCATION

To Serve Your Western Market!

Centered here is a network of resources vital to industry—trade, finance and communications—served by a vast transportation system. Over \$2 billion invested by industry and utilities since 1946.

For Confidential Service, Write INDUSTRIAL DEPARTMENT

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CALIFORNIA - (Continued)

The	"SM"	symbols	mark	original,	exclu
nive	estimat	es by S	ALES	MANAGE	MENT

			POPULA E8 1/1	TIMAT	ES	Malla.	TIVE B	E	2004			6	2///	L SALES	1964		- 1	ADVER ING CONTR	TIS-
COUNTIES	Motro- politan Area	Total	-	Fami-	Urban- ized	Not	*	Per	Per	Dollara	*	Coun-	(li		ORE GRO			Buying	Qual-
	1	(thou-	U. S. A.	lies	Population (thousands)	Deliara	% of U. S. A.	Cap-	Fam- lly	(add 000)	% of U. 8. A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- metive	Drug	Power	in- dex
Alameda	130	847.0	.8214	200.0	815.4	1,000,443			5,821	1,046,983		- Anna	270,560	140,221	73,729	183,962		.0214	1
Oakland		415.2	.2554	143.1		835,786			5,841	695,966	.4003		151,314	118,306	56,738	115,776		.3403	
Berkeley		117.8	.0725	38.6	3	267,365			6,927	127,177	.0748		41;200	9,038	6,894	22,368		.0902	
Alameda		71.5	.0443	23.1		135,589			5,870	52,830	.0310	1 1	21,405	1,426	3,005	13,037	3,104	.0451	
Hayward	- 3	30.1	.0185	9.1		51,106			5,555	51,419			12,409	7,027	8,721	11,492		.0230	
San Leandro		45.5				83,420			5,804	44,400	.0262		18,973	2,088	1,548	9,655		.0299	
Albany		19.6				35,578			5,647	19,215			4,503	214	733	7,815		.0129	
Piedmont		10.8	.0066	3.5		37,047			11577	752	.0004	7	163	1000		1	90	.0088	
Alpine	3	.4				782			3,760	1779		400	34				-	.0002	
Amader		9.1	.0057	2.1		12,800	.0051	1,301	4,414	7,264	.0043	2,505	2,202	337	174	1,406	192	.0050	88
Butto		71.0	.0436	-24.5	30.3	108,677	.0424	1,501	4,386	88,049	,0000	3,541	23,912		3,200	10,501		.0451	
Chico		18.7	.0081	- 4.	4	94,953	.0000	1,900	5,671	36,566	.0218		7,507	3,097	1,458	10,051	1,016	.0130	1
Oroville		8.1	.0000	2.	4	11,271	.004	1,943	4,696	21,696	.0124		6,522	2,534	1,063	5,367	568	.0068	
Calaveras	1 8	10.0	.0000	3.		14,900	.0000	1,412	4,278	7,000	.0042		2,482	090	167	1,300	205	.0056	88
Column		12.0	.0077	3.	3.3	19,900	.0071	1,50	5,185	10,570	.0101	4,753	3,864	897	347	2,304	: 506	.0008	114
Contra Costa	130	363,1	1,220	106.	284.4	637,837	.254	1,78	6,012	297,878	.1781	2,806	100,137	14,483	19,065	51,996	9,027	.2242	100
Richmond		110.0				165,679	.0660	1,500	5,177	111,146	.0651		43,082	7,688	8,105	24,600		.0661	
Pittsburg		18.1				27,350		1,80	6,079	26,396	.0150	3	7,828	3,112	1,918	2,849	938	.0120	
Martines		10.1	.0081	3.	1	20,861	.008	2,06	6,730	17,848	.0100	3	4,081	814	-1,867	35,200	596	.0085	
El Cerrito		33.5	.0147	7.	4	45,079	.013	1,88	6,092	17,638	.0100	3	8,114	152	1,355	442	610	.0150	
Antioch	1	14.3	.0000	4.	4	34,712	.009	1,68	1 5,616	15,326	.0001	1	5,327	877	1,062	2,881	506	19094	
San Pablo		10.3	.0119	8.	6	28,781	.0114	1,49	5,228	10,837	.006	B	4,126	10	4.0			.0100	84

*Not Available.

© SM. 1955.

Before using these figures, are explanation page 11.

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

METROPOLITAN

OAKLAND

(Alameda County)

is NOW BIGGER than
Metropolitan San Francisco

(San Francisco County)

Alameda County 838,900

785,900

Population July 1954 . . Source: California State Department of Finance.

Only the Tribune covers

Metropolitan Oakland

Bakland Tribune

Representatives: Cresmer and Woodward, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CALIFORNIA- (Continued)

gerus.	Metro		POPULA ES 1/1	TIMATI	ES	AQUA.	TIVE BI			100		O O	770	SALES	1954	150		SALES ADVER INC CONTR	TIS-
COUNTIES politi	politan Area	Total	4	Fami-	Urban-	Net	Œ.	Per	Per	Dollars	*	Coun-	(in		of deliare			Buying	Qual
		(thou- sands)	U. S. A.	(thou- sands)	Population (thou- dinds)	Dollars	U. S. A.	Cap- ita	Familiy	(add (800)	0f U. S. A.	Bales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug .	Power Index	ity in- dex
Dei Norte Elderade	,	15.1		4.9 6.8		21,790 24,630			4,447 3,732	15,769 17,508		3,218 2,653	4,412 6,705	804 400	572 748	2,140 3,142	456	.0090	
Freano	83	308.7 109.7 5.9	.0675		1 1	459,483 202,986 6,881	.0808	1,850	4,888 5,718 4,918	367,861 240,171 15,181	.1413	1	85,004 41,719 3,341	27,228 32,619 632	21,138 16,007 869	67,848 47,853 3,629		.0963	2.00

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Reach FRESNO and the San Joaquin Valley – the Economical Way



Music and News Station in Fresno

In these 5 counties is a population of 632,000 with an Effective Buying Income of \$900,000,000. Retail sales of \$700,000,000. Gross Farm Income of \$580,000,000.

KBIF

900 KC. CENTER OF DIAL

Offices in the Hotel Californian Fresno, California Telephone: Fresno 6-0791

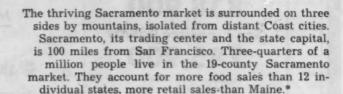
JOHN POOLE BROADCASTING CO. . KBIF . KBIG . Represented by MEEKER

SOMETHING MISSING

... like California without the Billion Dollar Valley of the Bees

and its 3 strong local newspapers including

HE SACRAMENTO B



To cover this market in depth you need The Sacramento Bee, the favorite newspaper by far in this area. The Bee reaches 9 out of 10 families in the ABC City Zone, and one out of every two families in the 19-county market.

* Sales Management's 1954 Copyrighted Survey

McCLATCHY NEWSPAPERS

CALIFORNIA - (Continued)

(Continued	from page 240)	Pop.	N	UMBE	R OF O	UTLET	8			Pop.	N	UMBE	R OF O	UTLET	3
City	County	thous.)	F	GM	FHR	A	D	Clty	County	thous.)	F	GM	FHR	A	D
North Sacramento Oakland	. Sacramento	8.5 415.2 22.9		4 127 8	13 309 16	16 236 17	4 163 3	Palm Springs Palo Alto Pasadena Paso Robles	.Riverside	12.7 37.1 114.8 7.4	13 41 221 15	4 15 47 5	5 32 146 8	3 22 91 18	1 4
Oildale Ontario	Kern	22.3 35.3 14.1	70		27 12	29	6	Petaluma Piedmont Pittsburg	. Sonoma	12.0 10.8 15.2	27 1 62	6	12	7	
Oroville	Butte	5.8			10	17	6	Pomona	.Los Angeles (Continued	48.78 on pag	83 te 25	2) 17	46	35	1

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THE MODE

THE FRES

SOMETHING MISSING

... like California without the Billion Dollar Valley of the Bees

... and its 3 strong local newspapers including

HE MODESTO BEE

The two-county Modesto market is a rich agricultural area with more gross cash farm income than New Hampshire. Modesto, heart of the market, is the county seat of Stanislaus County, ninth richest agricultural county in the U.S. With a population of over 150,000, the Modesto market accounts for more retail sales than Tucson, has more buying power than Mobile.*

Only The Modesto Bee gives you real penetration in this market. Modesto's only daily newspaper, it reaches 9 out of 10 families in the ABC city zone, over one-half of the families in the ABC trading area. No Coast newspaper reaches more than 6% of the families in this area.

* Sales Management's 1954 Copyrighted Survey

McCLATCHY NEWSPAPERS

National Representatives...O'Mara & Ormsbee

The "SM" symbols mark original, exclu-tive estimates by SALES MANAGEMENT.

THE FRE

CALIFORNIA - (Continued)

COUNTIES DE	Metro		POPULA ES 1/1		ES	407A	TIVE BI					•	773	MATES-	1954			ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total			Urban-	Not	az	Per	Per	Dollars	%	Goun-	(ir	FIVE ST	of dollars			Buying	Oual
Glenn	(thou- sande)	of U.S.A.	lies (thou- sands)	Popu- lation (thou- sands)	Dollars (add 800)	% of U.S.A.		Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdso.	Furn Heuse- Radio	Auto- mative	Drug	Power index	ity in- dex	
Glenn		17.2	.0105	5.3	3.4	25,449	.0101	1,480	4,802	23,888	.0140	4,507	4,872	2,111	842	4,085	387	.0113	200
Humboldt		89.8	.0553	29.2	39.0	163,428	.0651	1,820	5,897	111,066	.0053	3,804	28,221	10,210	6,778	23,494	2,007	.0632	114
Eureka		26.4	.0162	8.5	-	52,636	.0210	1,994	6,192	64,629	.0380		13,483	6,855	4,810	18,428	1,103	.0251	155
Imperial		69.0	.0424	18.5	37.7	100,010	.0398	1,449	5,406	98,026	.0565	4,874	22,500	5,831	2,034	17,484	2,540	.0453	107
El Centro		15.8	.0097	4.6		26,458	.0105	1,675	5,752	35,604	.0209		5,221	2,180	710	10,005	1,120	.0135	130
Brawley		13.3	.0082	3.6		18,831	.0075	1,416	5,231	20,362	.0120		5,344	1,042	538	3,308	483	.0090	110
Calexico		8.6	.0053	2.0		10,323	.0041	1,200	5,162	14,226	.0084		4,539	1,800	253	1,613	477	.0056	108
Inyo		13.5	.0083	4.5	3.5	24,601			5,467	20,393	.0120	4,532	5,338	1,404	532	4,108	600	.0101	122

the best possible use of the data and features in this Survey.

Careful reading of the explanatory introduction, starting on page 11, will help you make

CALIFORNIA MEXICO

SOMETHING MISSING

... like California without the Billion Dollar Valley of the Bees

SACRAME

THE MODE

...and its 3 strong local newspapers including



The four-county Fresno market is an isolated inland area with more than half a million population. One of Northern California's five metropolitan markets, it is located in the richest part of the great San Joaquin Valley, has more gross cash farm income than Kentucky, more buying power than Delaware.*

No other daily reaches more than 3% of the families in this market. For thorough coverage you need The Fresno Bee. The Bee is Fresno's only daily newspaper. It reaches 9 out of 10 families in the ABC city zone and 1 out of 2 families in the ABC trading area.

* Sales Management's 1954 Copyrighted Survey



McCLATCHY NEWSPAPERS

National Representatives...O'Mara & Ormsbee

The "SM" symbols mark original, exclu-

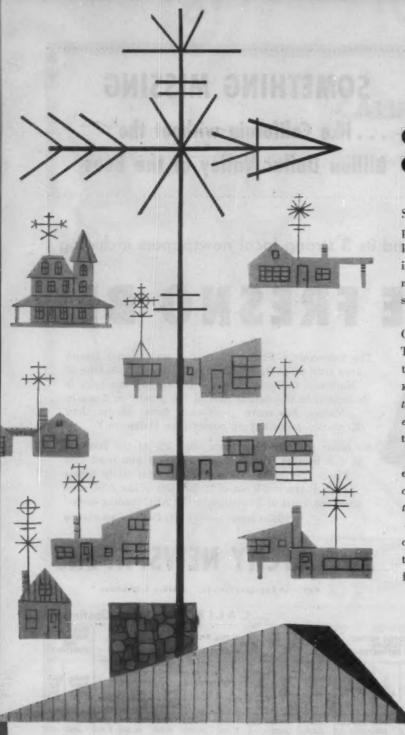
CALIFORNIA - (Continued)

	Metre	0	POPULA ES 1/1	TIMATI	E8	627	TIVE B	E				•	777	L SALES	1854			SALES ADVER ING CONTR	TIS-
CITIES	politan Area	Total	%	Fami-	Urban-	Not	95	Per	Per Dellars County (in thousands of dellars—add 906)									Buying	Qual-
		(thou- eands)	U.S.A.	lies (thou-	Population (thou- eands)	Dollara (add 000)	U.S.A.	Cap- its		(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metive	Drug	Power index	ity in- dex
Kern	174	262.7 42.5	.1884	75.1 13.6	102.2	425,750 97,011	00000	1,005	5,000 7,133	283,740 143,810		3,542	71,276	25,338 19.687	15,902 10,643	55,000 32,594	8,817	.1000	107
Taft		4.1	.0025	1.3		8,742			7,285	17,045	.0100		3,041	892	1,376	6,720	312	.0053	212
Delano East Bakers-		10.6	.0065	2.0		14,082	.0060	1,411	5,156	18,953	.0111		4,486	1,961	968	4,358	514	.0076	117
field		50.4	.0810	14.1	-	75,180	.0200	1,401	5,330	22,436	.0132		9,957					.0251	81
Oildale South Bakers		22:3	.0137	7.0		87,923	.0151	1,701	5,417	9,764	.0088		4,334					.0120	88
field		16.9	.0104	4.8	-	50,223	.0120	1,788	6,296	7,777	.0045	- 1	3,449					.0094	90

A and A See and of state for SM Mairopolitan County Areas,

Before using these figures, see expl

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.



CLOSE-UP ON CALIFORNIA

Southern California presents quite a pretty picture for the advertiser who's looking for a highly developed, bigincome market. Here more than two million television families spend just short of nine billion dollars per year.

And they watch KNXT-Number One station in the nation's Number Two television market-most of the time. Night and day, all week long, KNXT delivers two and a half times the average Los Angeles station audience—a 40% larger audience, in fact, than its nearest competitor.

Terrific exposure this...and most economical. Average announcement cost on KNXT figures to only 50% per thousand viewers.

Want to be viewed by the most customers at the lowest cost in the thirteen-billion 'dollar Southern California market? Strike a pose with...

Channel 2 KNXT

CBS Television's Key Station in Hollywood Represented by CBS Television Spot Sales



KNXT COVERAGE DATA:

Population: 7,218,800 Families: 2,445,300

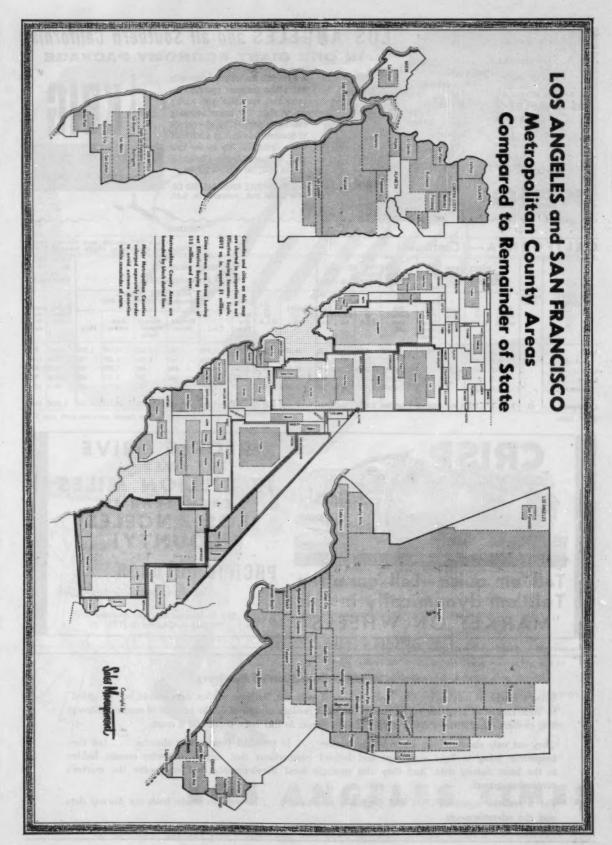
TV Families (Jan. 1, '55): 2,141,800 TV Saturation: 87.6%

TV Saturation: 87.6% Retail Sales: \$8,966,036,000

Effective Buying Income: \$13,146,216,000

\$13,140,210,000 Effective Buying Income per Family: \$5,376 Source: 1955 Sales Management

"Survey of Buying Power"





LOS ANGELES and all Southern California
IN ONE GIANT ECONOMY PACKAGE

A 6,500,000 market population with \$12 billion consumer spendable income that you reach with KBIG's power plant. Our ocean sounding board gives you 50,000 watt-coverage of Southern California at 5,000 watt cost — Spots \$20. Why try the hard way? To cover all Southern California rely on KBIG, the Catalina Station.

KRIG

THE JOHN POOLE BROADCASTING CO. 6540 Sunset Bird., Hollywood 28, Calif. 10,000 WATTS AT 744 Represented by MEEKET

CALIFORNIA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Matro		POPULA ES 1/1	TIMATE	ES	Malla I	TIVE BI					•	777	L SALES	1954			SALES ADVER INC	ITIS-
COUNTIES	politan Area	Total	8	Fami-	Urban-	Net	4	FIVE STORE GROUPS (in thousands of dollars—add 000) Total Cap- Fam- (add of Sales										Buying	Qual
		(thou- sends)	U.S.A.	(thou- sands)	Pepu- lation (thou- sends)	Dollars (add (600)	U.S.A.	Cap- Ita	Fam- ily	(add	U.S.A.	Salee Per Fant- ily	Food	General Mdss.	Furn House- Radio	Auto- metive	Drug	Power Index	ity to- dex
Kings Hanford		50.0 10.9 13.3	.0067	14.9 3.4 4.7		78,822 17,602 18,404	.0070	1,638	4,834 5,204 3,490	54,078 28,429 12,944	.0167	3,629	12,146 4,323 4,371	2,984 1,847 585	3,853 2,824 420	10,240 5,897 1,610	702		148
Lacoon		23.0 6.2	.0141		11.4	38,368 11,255	.0153	1,000	5,258 5,924	17,070		2,338	4,924 2,827	843 439	747 641	8,734 5,110	805	.0135 .0052	96
Los Angelos	83	5,043.3	3.1023	1.744.6	4997.9	9,596,200	3.8211	1,903	5,801	6,582,538	3.8713	3,773	1,871,290	748,580	463,041	1,289,317	234,187	3.6024	119

O SM, 1955.

Before using these figures, see explanation page 11.



Tell 'em quick-Tell 'em often Tell 'em dynamically in this "MARKET ON WHEELS"

PEOPLE DRIVE OVER 17 BILLION MILES EACH YEAR IN LOS ANGELES COUNTY!

PACIFIC OUTDOOR Havertising Co.

995 N. Mission Rd., Los Angeles PHONE — CApitel 2-7171

For PROFITABLE Selection of Markets

Since a market is only as good as your chances of selling it, its basic market data should be "weighted" by such factors as available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only show the net worth of the market . . . in terms of your selling chances . . . but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.

IST NEWSPAPER IN AMERICA'S 3 00 MARKET

LOS ANGELES (MOC)



CIRCULATION — The Los Angeles Times has the largest daily, Sunday and home-delivered circulation of any newspaper west of Chicago. The Times has more than 400,000 circulation week-days and almost 800,000 Sundays. More than 4 out of 5 daily Times readers have the newspaper delivered to their homes.

ADVERTISING — In its field, the Los Angeles
Times is first by far in advertising — the leader in
Total Advertising, Display Advertising, Retail
Advertising, Department Store Advertising, General
Advertising, Classified Advertising . . . first in 96
out of 114 classifications listed by Media Records.

LOS ANGELES TIMES

Represented by CRESMER AND WOODWARD, NEW YORK, CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

MAY 10, 1955

251

CALIF				Con	tinu	ed)								5	he "SM ive estin	ates b	y SAL	ES MA	ginal, e	ENT.
(Continued	from	page 24	4)	Pop.	N	UMBER OF	OUTL	ETS							Pop.	Nt	TMBER	OFO	UTLETS	
City	C	ounty	2	hous.)	F.	GM FE	RA	D		Cit	y		County	2	hous.)	F	GM·	FHR	A	D
Porterville	Tula			7.8	28	10	14 2		6	San Fi	rancisco		an Franci		808.2 2	,386	231	588	221	343
Red Bluff		ma		5.4	14	. 5	7 1	0	3	San G	abriel	L	os Angele	S	21.8	40	12	9	9	6
Redding	Shas	ta		12.0	33			0	7	San Jo	se	S	anta Clar	B	108.1	257	34	94	72	39
Redlands	San	Bernard	ino	20.6	46	8	20 1	6	4	San La	eandro.	A	lameda		45.5	78	12	18	13	15
Redondo Beach	Los	Angeles.		39.3	68	12	22 1	3	5	San M	arino.	L	os Angele	8	13.2	14	2	10	1	. 4
Redwood City.	San	Mateo.		39.7	41	9	23 1	9	7	San M	lateo	S	an Mateo		57.1	60	11	38	11	9
Reedley	Fres	no		5.2	18	4	10 1	1	4	San P	ablo	C	Contra Con	sta	19.3					. 4
Richmond	Con	tra Cost	8	110.0	203	26			17	San R	afael		darin		15.5	44	8	19	19	8
Riverside	Rive	erside		60.6	103	16	47 4	5	17	Santa	Ana	0	range		59.6	106	16	63	44	10
Roseville	Plac	er		10.2	25	5		5	5	Santa	Barbar	a S	anta Bari	BPB	51.0	126	16	77	36	20
Sacramento	Sacı	amento.		157.0	378	52 1			73	Santa	Clara.	S	anta Clar		18.2	27	3		5	
Salinas	Mor	terev		21.4	49	15			11	Santa			anta Crus		24.5	70	14	26	30	11
San Bernardino	San	Bernard	lino.	81.7	173	29			21		Monic	1I	os Angele		77.8	149	48	103	62	33
San Bruno	San	Mateo.		15.8	26	2		10	4		Maria.		anta Barl		13.3	36	4	19	19	4
San Carlos	San	Mateo.		18.3	- 15	7		3	3		Paula.	1	entura		12.5	35	. 6	17	12	
San Diego		Diego		477.3	4.40	109 2	60 17		17		Rosa.		onoma		20.3	70	10		28	10
San Fernando.				15.1	44			21	5		210000			tinued e						
	Metro	O.	POPULA ES 1/1	TIMATE	ES	ALTERNA	CTIVE B	E				•	GIV.	SALES	-1954				SALES ADVER INC	T18-
COUNTIES	politan Area	Total	<i>a</i>	Fami-	Urban-	Net		Per	Per	Dellars		Coun-	(le	FIVE S	ORE G				Buying	Qua
		(thou- sande)	W.S.A.	lies (thou-	Popu- lation (thou- eands)	Deliars (add 000)	U.S.A.	Cap- ita	Fam- lly	(add 909)	of U.S.A.	Sales Per Fam- ily	Food	General Mdec.	Furn House- Radie	Aut	to-	Drug	Power	ity in- den
	-	-	-				-	-	-		-			*454,768	-	-				-

Sales Management's

1955 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows
at a glance
comparative
Retail Sales Strength
of every county
... 27" x 41"
... in 6 colors

- 1. All Metropolitan County Areas clearly defined.
- 2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
- 3. Differences in retail sales volume indicated by County shadings . . .

Red—for counties with \$100 million or more.

Green—for counties with \$50 million to \$100 million.

Yellow—for counties with \$25 million to \$50 million.

Blue—for counties with \$10 million to \$25 million.

- 4. 1570 cities with retail sales of \$20 million or more.
- 5. City populations indicated—(as of January 1, 1955).
- Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
- Special markings indicate counties whose family sales exceed
 S. family average.

PRICE: \$3.50 a single copy; \$3.00 each for two or more copies

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

This advertisement cost \$1,365.00



and was noted by 28% of the women and 39% of the men, or

177,670 readers

(or 130 readers per dollar)

of The Los Angeles HERALD-EXPRESS August 19th, 1954 issue

> Space: 1750 lines based on

Daniel Starch & Staff Research Survey

For information concerning the regular monthly Starch Survey of the Herald-Express, contact the Herald-Express or Moloney, Regan & Schmitt, Inc.

A good illustration of Sound Advertising

1-It stars the PRODUCT

2-A low rate factor

3-In a medium where advertising is welcome

The Los Angeles market is heavily concentrated in Los Angeles County

The HERALD-EXPRESS heavily concentrates its circulation in Los Angeles County

The Los Angeles Herald-Express

Largest Evening Newspaper on the Pacific Coast Circulation over 300,000 ABC

Represented nationally by MOLONEY, REGAN & SCHMITT

CALIF	_			(Cor	tinu	ed)			9-15-7						The "SM sive estia	symb	SALES	original, MANAGE	MEH
(Continue	d fran	puga 2	252)	Pop.	1 2	UMBER	OF OUT	LETS			200	1999			Pop.	Nu	CBER OF	OUTLET	S
City	(County		thous.)	F	GM I	THR A		D	Ci	ty		County		thous.)	FG	M FH	RA	D
San Luis Obisp Seaside	o. San Loca Loca Loca Loca Loca Loca Loca Loca	Mates Angeles Joaquis	POPUL	17.6 16.9 16.9 30.1 53.0 18.9 78.7 6.2 4.1 55.8	28 56 21 195 16 15 38	9 13 5 28 3 8 8	10 41 16 64		6 * 2 17 8 38 5 4 4	Whitt Wood	e ck io a onville.			0 0	9.8 14.0 7.0 8.7 41.0 19.3 13.5 13.0 32.0 11.6 4.0	20 40 26 17 93 52 39 34 31 19 11	5 6 13 12 7 9 11	8 10 12 14 4 23 10 17 11 32 10 32 77 28 22 17 66 28 9 17 10 10	1 AND
COUNTIES	Metre- politan	0		1/54		(CX)	ESTIM	ATES-	-1954						TORE GR			CONT	ROLS
CITIES	Area	Total	% of	Fami-	Urban- ized	Not	55 of	Per	Per	Dollare	5	Coun- ty	(i)	thousand	of delian	-add 0	(0)	Buying	
- 66		(thou-	U.S.A.	(thou- eartie)	Popu- lation (thou- nands)	Deliars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Feed	General Mdse.	Furn- House- Radio	Auto-	Drug	Power	in- dea
Long Beach Passdena Glendale. Santa Monica Beverly Hills Burbank Inglewood		\$80.1 114.8 113.9 77.8 30.4 91.4 53.1	.0706 .0701 .0479 .0187	11.2		570,24 248,94 256,55 161,24 142,54 170,45	57 .0991 29 .1021 58 .0642 33 .0668 32 .0679	2,160 2,253 2,073 4,690 1,860	5,213 6,132 6,132 6,122 5,678 0 12731 5,777 6,096	479,860 280,072 203,828 163,136 148,783 194,657 106,097	.2822 .1547 .1199 .9059 .0878 .0733 .0636		100,528 51,601 47,914 38,111 16,194 88,588 24,667	70,618 87,204 24,827 18,583 5,468 5,908 19,205	38,366 20,006 12,911 11,112 15,270 6,400 9,400	38,1 33,1 39,1	29 8,84 05 6,90 53 6,76 36 5,94 91 4,42	0 .113 3 .1016 0 .070 0 .068 6 .007	8 131 1 160 0 144 5 147 4 317 2 120 1 144

BOTH SIDES OF THE TABLE TALK THE SAME LANGUAGE

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the Survey, with few exceptions. They know the Survey is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on

the same authority.

MEDIA RECORD'S MEASUREMENTS SHOW THAT

LONG BEACH NEWSPAPERS

led the nation in total advertising gains!

1954 COMPARED TO 1953

Excluding newspapers which were on strike during 1953 and those which merged in 1954.

O LONG BEACH CALIFORNIA 3,745,367 LINES GAINED and since 1951
Long Beach has led the nation in total newspaper advertising gains with a whopping 12,375,367 lines . . . an increase of 41.8%

Spectacular? Certainly! And so is the city zone population growth . . . from 285,000 in 1950 to 369,000 in 1955 . . . the increase in number of business

and industrial plants, retail sales, income and nearly every other business index. For the full Long Beach market story ask the Ridder-Johns, Inc. man.

MAKE IT A "RULE" TO PUT LONG BEACH, CALIFORNIA
ON YOUR "A" SCHEDULES EVERY TIME

MORNING

SUNDAY

EVENIN

Independent

Press - Telegram

Represented Nationally by RIDDER-JOHNS, INC. New York • Chicago • Detroit • Minneapolis • St. Paul • Los Angeles • San Francisco M-AY 10., 195.5

		0	POPULA ES 1/1	TION TIMATI	EB	AG/IIA	TIVE B					•	277	L SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	8	Fami-	Urban- ized	Not	% of	Per	Por	Dollars	% ef	Coun- ty Sales	(ie	FIVE ST	ORE GRO		44	Buying	Qual
		(thou- sands)	U.S.A.	(thou- sands)	Popu- lation (thou- sands)	Dollars (add 900)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Par Fam- ity	Food	General Mdes.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Alhambra		84.2	.0333	19.1		109,457	.0436	2,020	8,781	93,997	.0558		19,468	6.041	8,846	29,830	3,036	.0451	135
Park		30.8	.0186	12.0		65,005	.0250	2,145	5,417	90,835	.0534	6	14,193	10,561	8,292	23,085	3,306	.0327	176
Compton		61.5	.0378	18.7		101,265		1,647		106,375			21,162	14,057	8,701	28,182	2,667	.0469	124
Pomona	1000	48.7	.0300	15.6		82,679		1,698		75,105	.0441		16,017	4,824	5,966	16,327	2,045	.0357	
South Gate		53.0	.0326	17.8		95,776		1,807		50,394			18,308	831	2,430	12,985		.0345	
Whittier		32.0	.0197	11.1		66,446		2,076		58,427	.0343	200	12,721	4,798	4,265	18,619		.0275	
San Fernando		15.1	.0098	4.6		23,580		1,562		39,025		P. W.	7,947	2,375	1,877	10,963		.0135	
Monrovia	1000	25.5	.0157	8.5		47,196		1,851		85,745			10,829	3,423	3,441	9,559	624	.0188	
Culver City		82.2	.0198	10.6		60,008		1,868		46,627	.0274	-	11,826	728	1,523	10,346	1,987	.0941	
Arcadia		35.4	.0318	11.8		83,833		1,483		33,862	.0199	1	11,352	428	1,108	1,393		.0270	
		9.7	.0000	3.1		14,389		1,981		31,724			4,298	1,896	3,849 786	10,881			
San Gabriel Redondo Beach		21.8	.0134	6.8		43,183 63,470		1,615		33,746 32,830		200	15,179 14,575		3,008	8,014 6,535		.0172	
Lynwood		30.0		9.3		51,298		1,710		27,895		1000	11,293	505	2,349	2,783		.0189	
Bell		17.1	.0105	6.0		33,417		1,954		23,743			10,417	988	2,066	3,806		.0129	
Gardena		19.5	.0120	6.1		31,053		1,592		27,293		-	5,066	565	813	5,893		.0134	
Hermon Beach		14.8	.0091	5.4		30,084		2,033		23,093			5.531	950	881	8.061	877	.0119	
Torrance		55.8	0.000	16.0		91,371		1,637		27,749			9,908		2,554	3,800		.0300	
Maywood		13.8		4.9		25,788		1,869		18,482			4,506		1,331	4,628		.0101	
Belvedere		-		-		30,100		1-1	1		-	-	-	-		-	-,		-
Township		49.5	.0304	11.8		74,446	.0296	1,504	6,300	18,596	.0110		10,812	1,284	941	343	201	.0242	8
Montebello		26.9	.0165	8.0		46,830		1,741		18,392		1000	5,944		870	2,540	742	.0158	9
Hawthorne		22.1	.0136	6.8		36,248	.0144	1,640	5,331	20,410	.0120		7,387	1,171	1,617	3,436	996	.0135	9
South Passdena		18.9	.0116	7.0		50,611	.0262	2,678	7,230	15,033	.0088		4,352	289	1,038	3,042	1,651	0151	13
Monterey Park		28.1	.0178	9.4	10	50,177	.0200	1,786	5,338	16,600	.0098		5,989	318	977	1,500	816	.0164	9
Altadena			200			1-630	-	1				1				YECU	100		
Township	1	44.9		12.6		101,108			8,024				12,895		2 12 2	TE S	283	.0285	
Asuma	1.83	15.3	.0094	4.6		23,649	.0090	1,480	4,924	12,246	.0072		4,309	518	887	1,048	306	.0085	9
Manhattan											-	1			145.10	100			
Beach		31.3	20000	10.2		61,855			6,064				2,995		652	10	1,045		
San Marino		18.2	-2000	4.0		67,049		5,079		10,610			5,054		698	184	200	.0168	
Windern		40.7		11.6		40,809		1,224		35,970		3,300	11,335		1,438	8,322		.0219	
Madera		13.1	.0081	3.7		16,731		1,277		24,460			5,521	1,021	1,076	5,924		.0093	
Marin	100	107.0 15.5		32.9 5.1		216,784		2,026	6,964	99,500		3,026	32,061 9,560		4,442 2,015	15,731 12,287	1,262		
COME PERSONAL		10.0	.0000	9.1	190	35,518	.0141	2,291	0,993	47,228	.0370		9,000	0,190	2,010	12,207	1,202	.0173	10
Maripoea	7	8.6	.0034	1.7		8,901	0035	1 880	5,238	3,559	.0021	2.094	1,210	490	86	400	52	.0031	
Wendooine		51.2		15.8		72,280		1,412		51,637			12,890		1,540				
Ukiah		8.7	.0054	2.9		13,915		1,599		19,339		0,201	4,505		783	4,739			-
Merced	531	79.8	.0491	23.5		114,718		1,438		RE,504		3,642	18,947		4,681	14,374		.0477	
Mercod		20.0		6.5		32,458			4,994				8,057		3,278			.0173	
			-				-				1								
Medec		11.3	.0070	3.8	3.3	16,900	.0067	1,400	4,831	11,989	.0061	3,168	2,384	518	378	3,785	220	.0087	
Mone		2.5	.0018	.8	****	4,446	.0018	1,77	5,588	2,392	.0018	2,990	880					.0017	
Monterey		171.8	.1057	50.9	95.0	304,291			5,978	177,494		3,487	42,656	14,130	8,978	37,554			
Salinas		21.4	.0132	6.9		46,429		2,170		67,311	.0396		13,276	6,195	-2,588	17,909			
Monterey	100	20.3	.0125	6.4		40,300	.0160	1,988	6,297	38,747	.0228		8,003	2,712	2,238	12,868	696	.0173	13
Carmel-by-the-	F35	1 50		19 - 30	133	13,795	1785									17.35			
Sea		5.4		1.0		12,985			8,116			1	4,597		478		493		
Alieni		23.3 16.9		6.8 5.1		32,228 22,056			4,739 4,325	9,931 6,076			3,250 1,989					.0076	
fapa		60.2	.0358	16.4	19.2	78,483		1,345		54,813	.0323	3,342	14,054	4,254	2,143	11,524		.0324	
Napa		15.7	.0097	5.3		27,198	.0106	1,732	5,132	39,978			8,990	3,988	1,837	10,478		.0144	1 14
levada		20.8	.0126	7.2		28,734		1,402		20,500		2,850	6,350		780	3,628		.0110	9
Grass Valley	20	100		1 -7"								- 1		100			Tree Sea	000	
Nonda City		8.1	.0050	8.6		18,641			5,050				4,580		853	8,158			
Grass Valley	No.	5.3	.0033	1.7	1	8,013	.0032	1,512	4,714	10,442	.0061	1	2,931	641	801	2,488	207	.0041	1 12

€ SM, 1955.

Before using these figures, see explanation page 11.

Not a REview . . . but a PREview

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGE-MNT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between Surveys, "High-Spot Cities" alerts you to changes in the making . . . each month.

Here is

America's Land of Opportunity!

Some Staggering Statistics!

PEOPLE:

Now 7,300,000, an increase of 27.5% over 1948!

HOUSEHOLDS:

Occupied Dwelling Units — 2,347,530, an increase of 27.4% over 1948!

INCOME:

\$13,892,000,000 — a 479% gain over 1948!

INCOME PER CAPITA:

\$1,903.01 as against \$1,639.67 in 1948!

RETAIL SALES:

\$9,093,830,000 — an increase of 44.9% over 1948!

MOTOR VEHICLE REGISTRATIONS:

3,663,360, an increase of 48% since

TOTAL BANK DEPOSITS:

Mid-year 1954 — \$8,232,330,000, an increase of 42.32% since 1948!

By 1960, say the soundest predictors, California will have a population of 15,000,000; and, by 1965 it will be the most populous state in the Union! Some ten million ecstatic people now reside in this land of the big sun, of whom 7,200,000 live in salubrious Southern California.

Why are so many people leaving the old homestead back East and migrating to Southern California? Answer: Climate. Outdoor living. Freedom from winter. Fresh, new opportunities. A new lease on life. While the entire United States, from 1948 to 1954, was increasing 9.53% in population, Southern California racked up an increase of 27.4%! (No wonder home builders out here are having a field day, erecting low-cost, easy-to-buy houses in clusters of 2,000 at a time!)

As for the *incomes* of these happy, sunny, outdoor-living Southern Californians who brag so expansively about their native or adopted heath, *this* makes eye-bulging news, too. In 1954, their income was \$13,892,000,000, over \$1900 each against a national per capita income of \$1639.

Southern Californians live better, eat better, have fewer worries and drive more automobiles than any comparable set of humans in all the world. In 1954 they piled up 3,032,890 passenger car registrations, bought out of their over eight billion dollars bank deposits.

Only Alice in Wonderland could understand and really appreciate this fantastic phantasmagoria of sun, sea, mountains, desert and bustling cities that is Southern California. That's why it's the Land of Opportunity!—and the most important area of sales potentials in all America!

And the powerful, young-minded Los Angeles Examiner—now with far more home-delivered circulation than ever before (7 out of 10 Examiners on home doorsteps by 6.30 A.M.)—is the time-tested way to cultivate and "capture" this rich, responsive market. Reaching over 1,000,000 consumers daily and more than 2,100,000 consumers on Sundays, the sales-building Examiner has done and is doing an outstanding job for national, local-national and local advertisers!

The Los Angeles Examiner

Represented Nationally By Hearst Advertising Service

Offices in: New York, Chicago, Boston, Philadelphia, Baltimore, Detroit, Pittsburgh, Milwaukee, Albany, Dallas, San Antonio, Miami Beach, Los Angeles, San Francisco and Seattle.

Picture ORANGE COUNTY as



with 90% in shaded area

*The California Taxpayers Association

with over 346,000* Population

E GREAT CITY

... and PICTURE the sales impact when your advertising is scheduled in "Orange County's Home Newspaper" — now up 62% with 40,000 circulation . . . It's the only daily that gives maximum coverage in a completely separate and independent Southern California market with ½ BILLION dollar "Consumer Spendable Income."

The Register

ORANGE COUNTY'S HOME NEWSPAPER

Represented by

West-Holliday Co., Inc. in the West - John W. Cullen Co. in the East

CALIFORNIA- (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		0	POPULA ES 1/1	ATION ITIMATI	ES	AGUID !	TIVE B	E				0	TEN	L SALES	-1954			SALES ADVER INC CONTR	TIS-
COUNTIES	Metro-		Fami-	Urban- ized	Not	æ	Per	Per	Deliara	- C	Coun-	(le	FIVE ST	ORE GRO			Buying	Oual	
		(thou-	U.S.A.	lies (thou- sands)	Population (thou- sands)	Dellars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 900)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- dex
Orange		336.5			209.9	847,761			4,830	352,077		3,400	83,213	27., 885	22,848	72,155		.2128	
Senta Ana		59.6		20.3		101,649			5,882	130,091	.0765		24,793	15,556	13,264	32,096	4,453	.0505	
Anaheim	12.5	25.7		8.2		40,219			4,905	35,131	.0206		7,760	2,789	2,332	11,086	1,070	.0173	
Fullerton		20.0		9.1		52,260			5,744	28,822	.0170		6,656	1,299	2,154	10,119	1 000	.0191	
Newport Beach		18.0		6.8		37,942			5,580	30,652	.0180		6,265	157	1,343	3,639	1,280	.0182	
Laguna Beach		8.2		2.8		15,848			5,660	25,570	.0151		6,123	760	1,848	5,894	910	,0093	
Costa Mosa Orange		20.2	III Managa	6.5		28,167 33,815			4,026	9,176 14,800	.0087		2,801 4,232	913	1,140	2,591	550	.0093	
Orange		24.5	,0007	4.0		89,010	.0000	1,000	2,000	22,000	.0001		1,000	-	2,240	2,000		1000	
Placer		49.0	.0301	14.8	16.0	68,062	.0271	1,380	4,599	81,601	.0304	3,467	14,847	2,861	2,701	10,904	1,483	.0287	95
Roseville		- 10.2	.0063	3.4		17,474	.0070	1,713	5,139	17,753	.0104	-	4,463	812	1,217	8,289	446	.0079	125
Auburn		4.0	.0000	1.8		9,386	.0037	1,916	5,214	15,927	.0094		3,440	1,430	812	2,739	456	.0053	177
Plumas	100	14.6	.0000	4.7		25,496	.0102	1,748	5,424	11,546	.0008	2,457	3,800	735	230	2,027	509	.0090	100
Riverside	128	218.1	.1342	71.8	127.8	203,951	.1170	1,348	4,088	252,931	.1487	3,518	85,070	18,353	12,046	43,345	7,503	,1200	
A Riverside	1100	60.6	.0373	20.0		88,968	.0354	1,468	4,448	90,811	.0587		19,181	9,983	7,051	25,730	3,041	.0428	
Palm Springs		12.7	.0078	6.1		22,778	.0091	1,794	3,734	18,985	.0111		4,182	2,627	276	1,071	1,458	.0094	
Corons		12.0	.0074	8.0		13,703	.0065	1,142	3,806	14,468	.0085		4,379	884	925	2,439	307	.0068	
Indio		7.6	.0047	2.5		10,487	.0042	1,380	4,195	24,625	.0145		6,730	1,272	306	6,337	473	.0074	157

A and A See end of state for SM Metropolitan County Areas.

O SM, 1955.

Before using these figures, see explanation page 11.

WHAT THE TRIANGLES STAND FOR . . .

The solid black triangles in these tables and footnotes refer to Standard Metropolitan Areas.

The open triangle indicates SALES MANAGEMENT "Potential" areas.



SOUTHERN CALIFORNIA is the TWIN CITIES of

RNARDI RIVERSIDE

OVER 200,000 COMBINED CITY POPULATION OVER 80,567 COMBINED CIRCULATION

87% OF WHICH IS UNDUPLICATED COVERAGE

This great market of two of America's fastest growing cities, located 65 miles from Los Angeles, is reached by only 1/2 of 1% of the total circulation of the four metropolitan Los Angeles newspapers. It is definitely an independent market with tremendous buying power and phenomenal growth.





The San Bernardino portion of this immense new market, with a net effective buying income of over a half billion dollars is practically covered by the Sun and Telegram. In retail grocery lineage the San Bernardino Sun-Telegram exceeded the combined total of the leading morning and evening Los Angeles newspapers. For complete market data and what we do for other classifications, send the coupon!





The new miracle market ... This is one of the most rapidly expanding sections in the Nation. Riverside's retail sales totaled nearly \$100,000,-000 for 1954 . . . 29% above national average per household expenditure. (Source, SRDS), Complete information in Market Book.

SAN BERNARDINO SUN-TELEGRAM

San Bernardino, California

Please Send FREE Market Book

RIVERSIDE DAILY PRESS - ENTERPRISE

Riverside, California

Please Send FREE Market Book

Address

Capture California's 4th largest market! KCCC-TV, CHANNEL 40, reaches over 850,000 people in 23 counties of Northern California's billion-dollar buying potential . . . outleads, outsells all other media in the greater Sacramento Area. The last ARB Survey shows KCCC-TV, PREFERRED by s and advertisers everywhere!*

Proven salesman for more than 750 advertisers, KCCC-TV offers TOP coverage, TOP rietwork programming, TOP live shows and PROMOTION PLUS! Write or wire for details.

FIRST IN

*ARB Report on 6:00-I I:00 P.M. daily prime shows KCCC-TV, LEADING with TWICE as many quarter-hours as all other stations combined:

KCCC-TV leads in 112 QUARTER HOURS

Station A, San Francisco.....leads in 38 quarter hours Station B, San Francisco.....leads in 10 quarter hours ...leads in 5 quarter hoursleads in 3 quarter hours Station C Stockton. Station D, San Francisco.

ASHLEY L. ROBISON, Gen. Mgr. A. J. RICHARDS, Not'l Sales Mgr.

SACRAMENTO RATINGS AUDIENCE COVERAGE

CALIFORNIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Matro-	_	POPUL/	ATION STIMAT 1/55	ES	#Q77	CTIVE B	E		- >		0	277	SALES	-1954			SALES ADVER INC CONTR	TIS-
CITIES	politan Area	Total	· ·	Fami-	Urhan- ized	Not	95	Per	Per	Dollars	g g	Coun-	0	FIVE S	ORE GR			Buying	Qual
	14	(thou- eands)	of U.S.A.	lies (thou- sands)	Popu- lation	Dollars (add 000)	of U.S.A.	Gap- ita	Fam- ily	(add 000)	% of U.S.A.	Sales Per Fam- Ily	Food	General Miles.	Furn House- Radia	Auto- motive	Drug	Power Index	ity in- dex
Sacramento ASacramento North Sacra-	121	385.8 157.0		111.4 51.1	270.3	661,117 340,736		1,859 2,170	5,935 6,668	418,092 326,343		3,753	99,386 63,913	41,212 38,484	32,192 27,830		13.474 11,295	.2492 .1447	
mento San Benito		8.5 15.8	.0006	4.7	8.4	15,783 21,877	.0007	1.402	6,070 4,655	22,515 13,695	.0091	2,914	8,237 3,862		1,789 881	4,866 2,838	360	.0082	91
San Bernardine ASan Bernardino	128	81.7			285.0	538,802 128,103		1,426	4,490	394,709	.0034	100	105,614	31,940	21,008	82,438	M etca	.0636	
Ontario-Upland.		47.8 35.3	.0294	18.7		71,848	.0885	1.497	4,567	68,954 41,700	.0317		16,134 11,288		8,371 2,931	18,496 12,129	1,681	.0896	101
Redlands		20.6 16.8	10.00			32,283 22,117			4,818	31,190 15,687	.0183		8,488 5,737	2,524 808	2,517 650	6,099 2,031	1,080	.0145	

A and A See end of state for SM Metropolitan County Areas. © SM, 2955.

Before using these figures, see explanation page 11.

It's the SURVEY

It may be General Electric Company . . . Foote, Cone & Belding . . . the United Cerebral Palsy Association . . . the UAW-CIO . . . the Traveling Library & Extension Dept. of the State of Wisconsin . . . the Board of Governors of the Federal Reserve System . . . a citizen's "Watchdog" committee on state expenditures . . . the N. Y. Regional Planning Committee . . . or the N. J. Education Association . . .

Wherever reliable local data on population, income, sales are needed to launch a project or determine a course of action—it's the SURVEY.

300 in QRADIO

DELIVERS MORE FOR THE MONEY



KOH O RENO
KFBK O SACRAMENTO
KWG O STOCKTON
KMJ O FRESNO
KERN O BAKERSFIELD



These five inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . and at the lowest cost per thousand! (SAMS and SR&D)

In this independent inland area — separated from the Coast by mountains — the Beeline taps a net effective buying income of nearly \$4 billion. (Sales Management's 1954 Copyrighted Survey) MG CLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA
Paul H. Raymer Co., National Representative

GET THE FACTS ABOUT SAN DIEGO'S MIGHTY MARKET

CONTINUING HOME AUDIT

FACTS CONSOLIDATED

San Diego Union THE MOST IMPORTANT CORNER IN THE U.S. A. EVENING TRIBUNE SAN DIEGO CALIFORNIA ED NATIONALLY BY THE WEST-HOLLIDAY CO., INC.

For current product and service market status - as revealed by FACTS CONSOLIDATED research see your West-Holliday man or write Union-Tribune National Advertising Department.

	Metro-	O	POPULA ES 1/1	TION TIMATE /55	ES	EFFECTIVE BUYING INCOME ESTIMATES—1954 EFFECTIVE BUYING RETAIL SALES ESTIMATES—1954 ESTIMATES—1954 FIVE STORE GROUPS (in thousands of dollars—add 000)												ADVER' ING CONTR	TIS-
COUNTIES	politan Area	Total	~	Fami-	Urban- ized	Not	5	Por		Buying	Quai								
	AR I	(thou- oanda)	U.S.A.	lies (thou-	Population (thou- sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Per Fam- ily	Dolinrs (add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn- House- Radio	Auto- motive	Drug	Power	ity in- dex
San Diego	129	737.1	.4534	242.5	856.9	1,316,524	.5242	1,786	5,429	796,680	.4007	3,294	193,636	89,808	84,788	180,956	25,704	.4837	
ASan Diego	03/1	477.3	.2936	156.2	3307	877,650	.3405	1,830	5,548	568,326	.3343		120,850	62,066	42,735	123,600		.3338	
National City		81.4	.0198	9.7		48,810	.0174	1,395	4,516	29,536	.0173		10,797	947	2,021	8,073		.0178	
Escondido	7-1	8.8	.0054	2.8		12,117	.0048	1,377	4.328	26,776	.0152		4,951	1,014	830	7,714		.0000	
Oceanside	6	22.9	.0141	7.8		35,483	.0141	1,840	4,549	28,150	.0166		7,997	1,008	1,067	6,762	868	.0149	
Chula Vista	347	28.4	.0175	8.8		43,742	.0174	1,540	4.971	24,373	.0143		9,177	678	1,876	3,008	735	.0168	
La Mess		18.1	.0111	6.2		29,992	.0119	1,657	4,837	19,169	.0113		5,805	830	609	5,254	337	.0116	105
El Cajon		12.4	.0076	3.9		17,090	.0068	1,378	4,382	23,384	.0137		6,390	1,030	1,986	3,026	1,667	.0090	
Coronado		20.9	.0120	6.5	1	42,826	.0160	2.035	6.542	18,128	.0107	1	6,685	261	476	3,408	470	.0143	110

ANTA BARBARA VENTURA OLLYWOOD SAN FERNANDO SANTA MONICA SAN BERNARDING LOS ANGELES LONG BEACH . PALM SPRINGS AVALON IMPERIAL VALLEY

SAN DIEGO and all Southern California IN ONE GIANT ECONOMY

A 6,500,000 market population with \$12 billion consumer spendable income that you reach with KBIG's power plant. Our ocean sounding board gives you 50,000 watt-coverage of Southern California at 5,000 watt cost - Spots \$20. Why try the hard way? To cover all Southern California rely on KBIG, the Catalina Station.

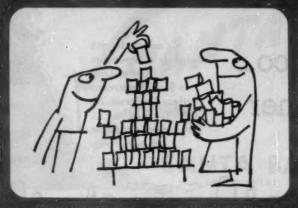
THE JOHN POOLE BROADCASTING CO.

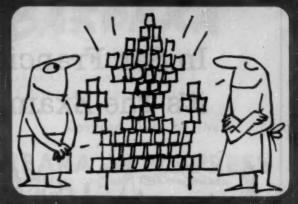
10,000 WATTS AT Represented by MEEI

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.

We're selling more food in hungry San Diego.

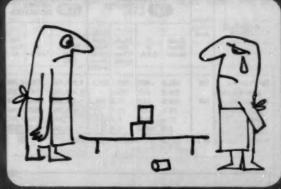












33% more than in 1951 for a 1954 total of \$193,639,000.00! (Sls. Mgt. 1952-55)

More than is sold in Miami, Indianapolis or New Orleans!

We've got more people, making more, spending more and watching Channel 8 more than ever before!



America's more market

In San Francisco... it's The Examiner

In any market one newspaper is Newspaper Number One.
In San'Francisco and northern California, it's The Examiner...
first in news, circulation and advertising.



THE SAN FRANCISCO EXAMINER IS REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

CALIFORNIA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-			TION TIMATI	E8	(C)//A	TIVE BI					0	277	L SALES	1954			BALES ADVER ING CONTR	T18-
	politan Area	Total	96	Fami-	Urban-	Not	*	Per	Per	Dollars	95	Coun-	Oi	40	Baving	Ouni			
fre		(thou- mirds)	U.S.A.	(thou- sands)	Pepu- lation (thou- eands)	Dellare (add 000)	U.S.A.		Fam- ily	(add 000)	U.S.A.	Sales Per Fam- lly	Feed	General Mdge.	Furn House- Radio	Auto- motive	Drug	Pawer Index	ity in- dex
San Francisco		808.2	.4972	287.1	808.2	1,834,151	20.00	200	1	1,244,848	.7321	4,336	265,391 265,391	146,386 146,386	92,246	195,406 195,405	1000	.6842	
San Joaquin		233.8 78.8	.1438	70.5 23.1		372,885 145,200	22.000		5,200 6,200	253,624 163,002	.1492	3,508	58,584 31,129	18,533 14,684	16,842 13,405	50,684 34,557		.1478	
Lodi		17.0	1000000	5.9 2.9	1	27,380 16,955			4,641 5,847	25,860 18,510	.0152		5,808 5,369	1,838 1,381	1,354 691	6,730 3,884	714 511	.0121	

A and A See and of state for SM Metropolitan County Areas.

© SM, 1955.

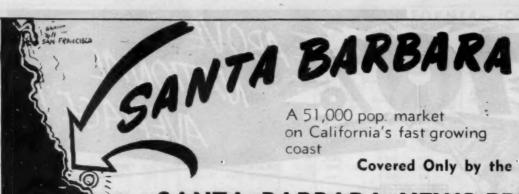
Before using these figures, see explanation page 11

SANTA BARBARANS LISTEN TO THEIR LONG TIME FRIEND

KDB

SANTA BARBARA'S FIRST STATION

Represented Nationally by Gill-Perna, Inc.



SANTA BARBARA NEWS-PRESS

EPRESENTED NATIONALLY BY CRESMER AND WOODWARD

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CALIFORNIA - (Continued)

	Metro		POPULA ES 1/1	TION TIMATI	ES	#WID	TIVE BI			equis N. Joh		0		L SALES	1954			SALES ADVER INC CONTR	TIS-
CITIES	politan Area	Total		Fami-	Urban- ized	Not	·	Per	Per	Dallars		Coun-	(le		ORE GRO			Buying	Oual-
		(thou- sands)	% of U.S.A.	lies (thou- sande)	Population (thou- sands)	Dollars (add 000)	% of U.S.A.	Cap- ita	Farm- ily	(add 900)	of U.S.A.	Sales Per Fam- lly	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power index	ity in- dex
San Luis Obispo		82.5	.0385	20.8	33.7	101,103	.0403	1,618	4,961	69,193	.0407	3,002	17,019	4,477	3,246	13,273	1,540	.0401	104
San Luis Obispo	100	17.6		5.9		84,552			5,856	31,828	.0188		6,986	2,818	2,244	6,847	842	.0147	
Paso Robles	100	7.4		2.5		12,110			4,844	23,240			4,424	1,330	514	8,619	585	.0074	
San Matee	130	330.3			312.5	761,595			7,253	300,046		2,858	94,355	24,640	15,272	55,751	7,077	.2452	
San Mateo		57.1	.0351	17.8		150,690			8,466	61,472	.0362		16,435	10,340	4,690	5,857	1,598	.0479	
Burlingame		22.1	.0136	7.7		59,900			7,779	53,330			16,223	2,266	3,132	10,524		.0239	
Redwood City.		39.7		12.8		84,132			6,840	56,534	.0332		16,115	4,251	3,425	10,419		.0316	
Daly City		24.7	.0152	7.6		51,510			6,778	22,857	.0134		6,463	554	858	10,837	582	.0173	
San Bruno		15.8		4.8		30,976			6,458	23,613	.0139		9,193	4,847	217	4,145	399	.0123	
San Carlos South San		18.3	.0113	5.8	1	42,592	.0170	2,337	7,744	20,787	.0123		7,256	876	1,233	821	425	.0145	128
Francisco		30.1	.0185	8.9		62,377	.0248	2,075	7,000	17,182	.0100		6,483	1,474	632	1,303	260	.0191	103
Menlo Park		26.2	.0161	6.8		62,129	.0247	2,371	9,558	13,652	.0081		4,295	1000	607	825	581	.0180	112
Santa Barbara △Santa Bar-	223	108,1	.0863	34.4	73.0	190,119	.0758	1,790	5,527	149,490	.0880	4,096	33,140	6,326	8,878	28,955	4,809	.0774	110
bara		51.0	.0314	17.8		95,269	.0379	1,868	5,444	91,822	.8540		19,888	3,392	6,274	16,503	3,126	.0414	132
Santa Maria		13.3	.0082	4.5		24,061	.0096	1,80	5,729	28,482	.0167		4,768	1,312	1,746	7,251	544	.0118	140

A and A See end of state for SM Metropolitan County Areas.

O CH JOEE

Before using these figures, see explanation page 11.

... blanket

SANTA BARBARA'S MONEY MARKET*
with radio

KIST

Dominates with news, music and NBC * OVER 50,000

For the first time the city limit population exceeds 50,000. KIST covers 157,375, including Ventura, Oxnard, Santa Barbara.

Call George P. Hollingbery Company



Not a REview . . . but a PREview

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGE-MENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between Surveys, "High-Spot Cities" alerts you to changes in the making . . . each month.



THAT'S SAN JOSE'S RETAIL SALES GAIN SINCE 1948!

And, really we're just getting started! With the \$50,000,000 West Coast Ford headquarters now going full blast, everything points to still greater gains in all categories!

Pick your own yardstick, but look at San Jose—we know you'll agree:

It's <u>San Jose</u> for <u>Sell</u> ... and You <u>Cover</u> San Jose <u>Only</u> with the ...

San Jose Mercury and News

A RIDDER NEWSPAPER

Represented Nationally by Ridder-Johns Inc.

90.000 Combined Daily

CALIFORNIA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		0		TIMATI	ES	ACT D	TIVE B	E				•	777	L SALES	-1954		115	SALES ADVER INC CONTR	TIS-
COUNTIES	Metro- politan Area	Total	2	Fami-	Urban- ized	Net	102	Per	Per	Dellars	Œ	Coun-	(lu	FIVE ST	ORE GRO			Buvine	Onni
		(thou- eands)	of U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add 000)	% of U.S.A.	Sales Per Fam- ily	Food	General Muse.	Furn- House- Radio	Auto- motivo	Drug	Power Index	ity in- dex
Santa Clara	131	313.4	.2358	118.0	289.5	866,067	.2852	1,737	5,645	427,183	.2512	3,620	100,344	46,200	26,848	73,500	12,967	.2551	108
ASan Jose		108.1	.0665	34.6		199,397	.0794	1,845	5,763	222,608	.1310		45.587	36,600	15,349	40,219	7,354	.0923	139
Palo Alto		37.1	.0228	12.5		86,393	.0344	2,329	6,911	65,214	.0383		11,674	6,919	3,751	16,237	1,918	.0333	146
Gilroy	1 1	5.8	.0036	2.0		11,927	.0047	2,056	5,964	14,681	.0087		3,273	941	843	2,237	421	.0057	158
Santa Clara		18.2	.0112	5.0		31,827	.0127	1,749	6,365	12,691	.0074		4,348	286	982	1,178	322	.0108	96
Senta Cruz		70.6	.0434	26.3	46.4	114,961	.0458	1,628	4,371	83,519	.0491	3,170	23,740	7,350	4,674	13,074	2,186	.0463	107
Santa Crus		24.5	.0151	9.5		44,202	.0176	1,804	4,653	41,484	.0244		11,312	3,601	2,622	7,558	1,162	.0191	126
Watsonville		18.0	.0090	4.4		24,101	.0096	1,854	5,478	27,097	.0159		6,325	2,777	1,336	4,730	618	.0112	
Shnata		44.8	.0276	14.6	12.9	71,151	.0283	1,588	4,873	59,518	.0350	4,077	18,032	4,083	2,537	14,249	1,427	.0302	100
Redding		12.0	.0074	4.1		25,565		2,130		40,220	.0237		8,752	3,365	1,594	12,997	1,074	.0137	185
Sierra		2.8	.0017	.8		4,002		1,420		1,302	.0006	1,828	421	149	29	227	74	.0014	
Sieklyou		33.8	.0208	11.2	6.7	58,303		1,725		35,446	.0206	3,165	9,033	3,312	1,181	6,250	1,023	.0220	
Yreka City		4.0	.0025	1.3		7,397		1,849		11,885	.0070		2,485	1,121	815	2,744	424	.0041	
Solano		127.1	.0782	30.1	102.4	225,863		1,777		128,011	.0753	3,274	38,196	0,572	7,246	27,163	2,713	.0831	
Vallejo		41.0	.0252	10.8		88,793	.0354	2,166	8,222	71,302	.0419		16,372	5,458	5,444	19,357	1,376	.0353	
Sanoma	-	124.8	.0768	41.6		185,801			4,462	156,823	.0980	4,005	32,306	9,904	8,058	22,560	3,924	.0817	
Santa Ross		20.3	.0125	7.4		38,477		1,895		62,250	.0366	- 4	10,151	6,039	5,415	11,035	2,145	.0211	
Petaluma		12.0	.0074	4.1		22,827			5,568	44,037	.0259		5,622	1,665	1,560	2,124	625	.0138	1000
Stanislaus		147.7	.0006	45.6		207,617		1,408		187,631	.1104	4,115	36,197	14,228	7,988	38,729	3,979	.0927	
Modesto		23.5	.0145	8.8		50,471		2,148		97,476	.0574		14,694	10,135	4,106	23,550	2,213	.0302	
Turleck		7.0	.0043	2.8		11,743		1,678		25,277	.0148		4,614	1,358	1,257	5,022	521	.0077	
Sutter		28.9	.0184	9.2	9.1	42,963		1,437	4,888	22,667	.0133	2,464	7,920	253	185	1,986	326	.0162	88
See Maryeville- Yuba City							.0171												
Tohama		21.5	.0132	7.0	8.5	33,463	0193	1,556	4 700	24,684	0145	3,526	5,348	1,602	825	3,963	553	.0136	103
Red Bluff	1	5.4	.0033	1.6		9,513		1.762		14.976	.0088	0,020	2,933	1,417	572	2,898	304	.0052	
Trinity		8.4	.0040	2.3		8,408		1,313		3,828	.0023	1,884	1,842	124	85	2,000	183	.0032	
Tulare		182.8	.0938	45.8		197,427		1,296		156,300	.0023	Do known	41,929	11.501	7.390	29.001	3.345	.0857	
Visalia		13.5	.0000	4.3	10.0	28,037		2.077		34,629	.0204		6,692	3,479	2.500	8,212	826	.0134	-
Tulare	1000	14.0	,0006	4.1		20,526		1,466		32,959	.0194		3,084	3,238	1.508	7,003	843	.0116	
Portervilla		7.8	.0048	2.6		12,480			4,803	25,969	.0152	-	4,632	2,540	1.880	7.229	637	.0080	-

A and A See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

	Metre		POPULA ES 1/1	TION TIMATE	ES	Maria I	TIVE BI					•	773	SALES	1954			SALES ADVER ING CONTR	T18-
COUNTIES	politan Area	Total	*	Fami-	Urban- ized	Net	2	Per	Per	Deliara	æ	Coun-	Cla		Buying	Qual			
		(thou- eands)	% of U.S.A.	lies (theu- sands)	Population (thousands)	Dellars (add 000)	of U.S.A.		Fam- ily	(add	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- des
Tuolumne		12.8	.0078	4.5		20,150	.0080	1,578	4,480	13,200	.0078	2,933	3,722	513	580	3,203	381	.0079	101
Ventura		146.6	.0902	43.1	81.7	237,010	.0044	1,617	5,499	151,862	,0803	3,523	41,838	10,155	7,181	31,909	4,288	.0020	102
Venturs		19.8	.0119	6.5		43,472	.0173	2,252	6,688	57,150	.0337		11,677	6,039	2,646	15,861	1,911	.0211	177
Oxnard		30.6	.0188	8.6		46,878	.0187	1,532	5,451	43,232	.0254		11,030	2,179	2,142	8,094	873	.0207	110
Santa Paula		12.5	.0077	3.7		18,865	.0075	1,500	5,099	17,552	.0103		4.546	954	1.419	5.048	465	.0084	100
Yalo		61.9	.6320	15.7	28.6	86,375	.0344			52,272	.0308	3,329	16,955	2,909	1,294	12,853	2,117	.0328	103
Woodland		11.6	.0071	3.7		22,419	.0009	1,933	6,059	28,319	.0167		6,908	1,978	933	8,883	1,316	.0109	154
Yuba		32.7	.0201	10.0	21.6	44,390	.0177	1,357	4,439	47,670	.0280	4,787	9,386	3,609	1,986	11,602	1,053	.0213	100
Yula City		18.0	.0111	8.8		25,900	.0133	1.844	5,724	45,151	.0384		9,674	3,887	1,900	13,114	1.180	.0185	167
Maryaville		9.0	.0085			18,817			6,784		.0247		6,358	3,200	1,834	11,483		.0122	222
Total Above Cities		8,129.9	5.0012	2,726.8		15,987,300	6.3860	1,966	5,863	12,788,675	7.5212		2,916,541	1,433,152	889,785	2,605,789	411,385	6.4403	128
State Total		12,812.0	7.8811	4,237.9	106325	23,264,519	9,2639	1.818	5,490	15,485,103	9,1070	3,654	3.799.427	1,548,672	998,418	2,910,438	483,601	8,9403	117

See following page for CALIFORNIA Metropolitan County Areas

CALIFORNIA	A - MID Incom	e Breakdown of Cou	sumer Spending Units

	Total	In-	1		ET IN	COME	GROU	PS, 19	54			Total	în- ceme		N	IET IN	COME	GROU	PS, 191	14	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2 % Units	,498 % In- come	\$2,500 % Units	-3,999 % In- come	.%	-6,999 % In- come	%	% In-	CITIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2 % Units	2,499 % In- come	\$2,500 Wnits	3,998 % In- come	\$4,600 Wnita	-6,999 % In- come	\$7,000 % Units	% In-
Alameda	329.9	5,060	28.2	7.0	20.0	12.8	35.2	35.6	18.6	44.8	Kings	15.6	4,724	28.4	8.1	24.4	16.6	31.9	34.5	15.3	40.8
Oakland	168.0	4,976	26.0	7.0	20.7	13.3	35.4	36.5	17.9	43.2	Hanford	3.7	4,787	31.9	8.8	21.0	14.1	31.3	33.5	15.8	49.5
Berkeley	54.8	4,901	34.1	9.3	18.8	12.3	28.7	30.0	18.4	48.4	Lake	5.0	3,303	44.0	17.9	27.6	26.7	19.5	30.3	8.9	25.1
Alameda	28.5	8,115	22.8	6.0	20.8	13.8	87.5	37.8	18.9	43.4	Lassen	7.7	5,005	18.6	5.0	22.2	14.2	44.4	45.4	14.8	35.4
Hayward	10.2	4,909	21.4	5.8	20.4	13.0	41.1	42.1	17.1	39.1	Sumanville	2.2	5,146	21.6	5.8	20.6	12.8	40.9	48.8	18.9	40.8
San Leandro	14.8	5,566	18.9	4.8	17.0	9.6	41.7	38.3	52.4	47.3							100				
Albany	6.5	5,447	17.1	4.2	18.4	10.8	43.0	40.5	21.5	44.5	Los Angeles	1941.1	4,844	26.8	7.3	21.8	14.1	33.8	35.0	17.6	43.6
Piedmont	3.9	9,580	21.3	3.0	14.3	4.8	21.3	11.3	43.1	80.9	Los Angeles	883.1	4,763	29.0	8.2	22.9	15.4	31.4	33.8	18.7	42.6
Alpine	.1	5,875	34.3	7.8	.8	.4	35.2	30.8	29.7	61.0	Long Beach	122.4	4,857	28.7	8.3	21.4	14.7	34.5	37.9	15.4	39.1
Amader	3.2	4,013	32.9	11.0	22.9	18.3	32.9	42.0	11.3	28.7	Passdena	49.7	5,005	31.4	8.4	21.8	14.0	28.6	29.3	18.2	48.3
Butte	25.4	4,198	33.8	10.8	24.9	19.0	20.8	36.3	11.5	33.9	Glendale	46.2	5,548	23.5	8.7	20.5	11.8	33.4	30.9	29.6	51.8
Chico	5.5	4,549	32.3	9.5	23.2	16.4	31.0	34.9	13.5	39.2	Banta Monica	33.1	4,878	27.2	7.5	23.8	14.9	33.1	34.8	16.9	42.8
Oroville	2.5	4,578	32.9	9.7	22.1	15.4	29.6	33.1	15.4	41.8	Beverly Hills	14.0	10,153	24.3	3.2	17.4	9.5	21.4	10.8	36.9	80.5
Calaveras	3.8	3,897	32.4	11.2	24.9	20.5	32.5	42.7	10.2	25.6	Burbank	31.0	5,498	18.0	4.4	18.3	10.7	42.4	39.5	21.3	45.4
Coluea	4.8	4,365	34.3	10.3	25.7	18.9	25.5	29.9	14.5	40.7	Inglewood	19.3	5,008	20.2	4.8	18.2	10.4	38.4	35.1	23.2	49.7
Centra Cesta	128.5	4,966	24.8	6.7	18.9	12.2	38.7	39.9	17.6	41.2	Alhambra	20.1	5,435	22.3	8.5	17.9	10.6	37.2	35.1	22.0	48.8
Richmond	33.9	4,883	19.0	5.2	21.9	14.3	43.5	45.7	15.6	34.8	Huntington										
Pittaburg	5.3	5,159	21.6	5.6	21.3	13.1	38.2	38.0	19.0	43.3	Park	13.2	4,921	22.7	8.2	22.6	14.7	37.4	38.9	17.3	40.2
Martines	4.0	5,282	21.1	5.4	16.5	10.0	41.4	40.1	21.0	44.5	Compton	20.0	5,065	19.2	5.1	20.0	12.6	43.5	44.0	17.3	38.3
El Cerrito	7.7	5,843	19.3	4.4	16.5	9.0	86.9	35.1	24.3	81.5	Pomons	18.0	4,585	27.4	8.0	23.1	18.1	35.1	39.3	34.4	36.6
Antioch	4.7	5,244	17.2	4.4	17.8	10.9	45.8	44.7	19.2	40.0	South Gate	17.9	5,348	16.2	4.1	18.2	10.9	45.4	43.5	20.3	41.5
San Pablo	6.2	4,640	23.0	8.7	21.4	14.7	41.8	48.2	13.8	32.4	Whittier	12.3	5,385	25.6	8.4	18.6	11.0	34.7	33.0	21.1	49.6
Del Norte	5.8	3,775	32.5	11.6	28.7	24.3	29.3	39.8	9.5	24.3	San Fernando	8.2	4,534	26.9	8.0	24.6	17.4	34.9	38.4	13.6	35.2
Eldorade	6.4	3,851	35.6	12.4	25.2	20.9	29.1	38.7	10.1	28.0	Monrovia	9.7	4,844	28.0	7.7	21.5	14.2	33.7	35.7	16.8	42.4
Freeno	100.1	4,589	29.9	8.7	24.6	17.1	30.9	34.6	14.6	39.6	Calver City	11.3	5,326	20.6	5.2	19.5	11.7	39.7	38.2	26.2	44.5
Freeno	41.7	4,884	28.1	7.8	21.8	14.3	33.2	35.0	16.9	42.9	Areadia	12.4	6,774	22.0	4.4	18.7	7.9	33.7	25.4	27.8	82.1
Reedley	1.7	4,048	36.2	12.0	27.9	22.0	24.7	31.3	11.3	34.7	El Monte	3.2	4,440	27.1	8.2	21.9	15.8	37.0	43.8	13.1	32.1
		1	1				1				San Gabriel	6.9	8,247	18.6	4.0	17.2	8.8	35.9	29.5	28.3	87.7
Glenn	5.8	4,398	30.4	9.3	25.2	18.3	29.1	33.9	15.3	38.5	Redondo Beach	13.4	4,720	25.1	7.1	21.1	14.3	38.6	42.0	15.2	36.6
Humboldt	32.8	4,975	25.0	6.7	20.7	13.3	37.4	38.6	18.9	41.4	Lynwood	9.8	5,220	16.8	4.3	18.3	11.2	45.9	45.1	19.0	39.4
Eureka	10.2	5,147	25.6	8.7	19.1	11.9	36.6	36.4	18.7	45.0	Bell	6.5	5,116	19.4	5.1	20.7	12.0	40.6	40.7	19.3	41.3
Imperial	23.7	4,217	40.5	12.9	21.7	16.5	25.6	31.1	12.2	39.5	Gardena	6.2	5,013	21.0	5.9	20.0	12.8	40.5	41.4	17.6	39.1
El Centro		4,765	32.5	9.2	20.4	13.7	31.2	33.6	15.9		Hermosa Beach		4,929	25.3		21.1	13.7	36.6		17.0	
Brawley	4.3	4,401	41.0	12.5	21.8	15.9	24.2	28.2	13.0	43.4	Torrance	18.0	5,065	22.3	5.9	20.6	13.0	39.3		17.8	41.6
Calexico	2.5	4,098	40.1	13.1	23.6	18.4	25.2	31.6	11.1	36.9	Maywood	5.3	4,833	20.4	5.6	20.7	13.7	42.7	45.4	16.2	35.3
Inyo		4,665	23.8	6.9	21.9	15.0	39.7	43.6	14.6	34.5	Montebello	8.4	5,560	17.8	4.2	17.3	9.9	43.2		33.0	
Karn	84.0	5,069	26.8	7.1	21.2		35.4	35.8	16.6		Hawthorns	7.7	4,730	23.3		20.2	13.7	41.8		14.8	
Bakersfield	16.7	5.814	22.7	5.3	18.1	10.0	36.9	32.4	23.3	52.3	South Pagadeon	7.7	6,594	24.1	4.9	16.7	8.1	31.6		37.6	
Taft	1.6	5,430	22.1	8.5	15.5	9.2	43.0	40.5	19.4		Monterey Park	9.7	5,183	21.0		17.8	11.0	40.6		20.6	
Delano	3.5	4,249	37.4	11.8	22.7	17.1	27.7	33.4	12.2		Arum	4.8	4,947	18.0		21.1	13.7	46.3		14.6	
Bakersfield	18.5	4,862	29.3	8.1	22.0	14.5	33.5	35.3	15.2	42.1	Beach	11.6	5,321	22.1	5.8	19.1	11.5	38.6	37.1	20.2	45.1
Oildale	7.3	5,194	21.8	5.6	18.5	11.4	43.6	42.1	17.1	40.9	San Marino	4.7	14,314	14.3	1.3	10.4	2.3	18.2	-175	57.2	
South		1					1		1		Madera	12.4	4,033	36.0		28.3	22.5	24.5		11.2	
Bakersfield	5.3	5,674	91 2	5.0	18.8	10.4	30 4	25 6	20.5	40.0	Madera		4,159	35.8		23.8		28.0			

CALIFORNIA - (Continued)

DESCRIPTION	Total	in-	1	-	NET IN	COME	GROU	PS, 19	54			Totai	In-		-	NET IN	COME	GROU	PS, 19	54	7-3
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit		2,499	\$2,000	3-3,900 %	\$4,09)-6,999 %	\$7,000	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-1	2,499 96 In-	1	-1,990 % in-	\$4,000	0-6,999 %	\$7,000	& Ove
	(muus.)	\$	Unite	seme	Units		Units		Unita			(mous.)	\$	Units	oome	Units	come	Units		Units	
Marin	37.7	5,746	23.5	8.6	18.4	10.2	33.8	30.2	24.3	54.1	Lodi	8.4	4,271	35.3	11.1	23.3	18.7	29.2	35.1	13.2	37.
an Rafael	8.1	5,867	23.5	5.4	16.5	9.0	34.4	30.0	25.6	55.8	Tracy	3.4	4,945	24.0	8.5	20.7	13.4	38.9	40.4	16.4	
Mariposa	2.5	3,819	38.9	14.8	29.1	28.5	24.3	35.5	7.7	23.2	San Luis Obispo		4,047	36.4	12.1	23.7	18.8	29.5	36.8	10.8	
Aendecine	17.0	4.241	31.0	9.8	26.7	20.1	30.6	37.0	11.7	33.1	San Luis Obispo	7.8	4,825	27.6	8.8	23.0	15.9	34.8	38.6	14.6	
Jkiah	3.1	4.492	29.3	8.8	24.6	17.5	33.1	37.7	13.0	36.0	Paso Robisa,	2.9	4,113	35.0	11.4	24.1	18.7	29.6	37.0	11.3	32.
Merced	28.0	4,407	32.8	19.0	26.3	19.1	27.3	31.7	13.6	39.2	San Matre	112.8	8,761	16.5	3.3	15.4	7.3	39.1	29.6	29.0	59.
Merced	8.0	4,701	30.2	8.6	23.7	18.2	20.8	32.5	16.3	42.7	Sun Mateo	20.3	7,411	15.5	2.8	14.0	6.1	37.2	25.7	33.3	85.
Modec	3.9	4,359	26.4	8.1	26.3	19.3	31.5	37.1	15.8	35.5	Burlingame	8.0	7,467	15.1	2.7	14.6	6.2	35.3	24.3	35.0	
Aona	1.1	4,167	30.4	9.8	23.0	17.6	84.9	42.9	11.7	29.7	Redwood City.	13.6	6,171	18.4	4.0	15.8	8.2	40.6	33.7	25.2	
Monterey	8.00	4,359	35.1	10.8	23.5	17.3	27.6	32.4	13.8	39.5	Daly City	8.2	6,254	15.6	3.4	16.5	8.5	42.2	34.5	25.7	-
Salinas	9.2	5,043	32.7	8.7	21.1	13.4	27.1	27.6	19.1	50.3	San Bruno	8.1	6,005	14.0	3.1	15.0	7.9	45.7	38.6	25.3	
Monterey Carmel-By-	8.8	4,579	30.5	9.0	23.8	18.6	29.6	33.1	16.1	41.3	San Carlos	5.6	7,563	11.8	2.6	10.8	4.8	41.4	28.0	36.3	85.
The-Sea	2.5	5,132	29.2	7.7	23.6	14.7	27.2	27.1	20.0	50.5	San Francisco	9.9	6,273	13.2	2.8	17.0	8.7	44.6	36.5	25.2	
Alisal	7.2	4,500	24.2	7.2	23.8	16.9	39.4	44.9	12.6	31.0	Menlo Park	9.8	6,331	22.3	4.7	17.5	8.8	34.4	27.9	25.8	
Sensido	5.4	4,101	31.3	10.2	28.5	22.2	-	37.1		30.5	Santa Barbara	41.2	4,813	32.3	9.4	24.0	16.7	28.9	32.1	14.8	
Чара		4,548	29.9	8.8	23.5	16.5	33.8	38.1		36.6	Santa Barbara.	21.3	4,467	34.1	10.3	24.0	17.2	27.8	31.8	14.1	40.
Мара	5.6	4,964	26.0	7.0	20.1	13.0	38.2	30.4	15.7	40.8	Santa Maria	4.8	5,033	26.0	6.9	23.1	14.7	33.3	33.9	17.6	
Nevada	7.8	3,678	36,8	13.4	37.8	24.2	25.1	35.0	10.3	27.4	Santa Clara	138.8	4,800	30.3	8.5	20.5	13.6	32.4	34.6	16.8	
Grass Valley Orange	121.8	3,636	25.1	13.0	20.0	25.6	27.0	37.9	13.4	23.5	San Jose	42.5 15.0	4,887 5,757	30.9	5.9	20.7	14.1	32.0	35.0	16.4	
Santa Ana	22.5	4,524	28.9	8.6	23.2	18.4	34.1	38.6	13.8	36.4	Gilroy	2.2	5,444	30.3	7.4	17.8	10.4	29.4	27.8	22.5	
Anaheim	9.2	4,395	29.7	0.1	23.9	17.4	34.0	39.6	13.4	33.9	Santa Clara	7.2	4,447	34.0	10.3	18.8	13.5	32.5	37.4	14.7	
Fullerton	11.3	4,646	28.8	8.3	22.1	15.2	34.6	38.2	14.5	38.3	Santa Gruz	27.8	4,137	37.2	12.1	23.1	17.9	28.1	34.8	11.6	
Newport Beach		5,190	28.5	7.4	23.1	13.6	31.1	30.8	18.3	48.2	Santa Cruz	10.9	4,071	38.5	12.7	23.7	18.6	26.7	33.7	11.1	
Laguna Beach.	3.7	4,318	35.3	10.9	23.5	16.6	28.2	33.6	14.1	36.0	Watsonville	5.2	4,637	31.0	9.0	21.9	15.1	32.3	35.7	14.8	
Costa Mesa	6.2	4,211	30.8	9.8	23.1	17.6	35.0	42.5	11.1	30.1	Shaeta	15.4	4,610	27.3	7.9	22.8	15.8	35.8	39.9	14.1	36.
Orange	5.6	4,271	31.6	10.0	23.3	17.4	38.7	40.4	11.4		Redding	4.8	5,291	22.3	5.6	21.5	13.0	36.6	35.5	19.6	
Placer	15.7	4,345	30.0	9.3	24.6	18.1	83.0	38.9		33.7	Sierra	1.0	4,080	25.2	8.3	37.5	21.6	37.2	46.7	10.1	
Roseville	3.6	4,850	21.6	8.0	31.6	14.2	40.0	42.2	16.8	37.6	Siakiyau		4,756	26.7	7.8	21.7	14.6	36.4	30.1	15.2	
Aubura	2.0	4,786	28.4	8.0	10.3	12.0	37.7	40.3	14.6	38.8	Yreka City	1.5	4,876	26.9	7.4	20.6	13.5	36.5	38.4	16.0	
Plumas	6.2	4,822	19.9	8.4	23.6	15.3	39.7	41.4	16.8	37.8	Solane Vallejo	50.5	4,474	27.0	9.0	21.8	15.6	38.1	43.7	13.0	
Filverside	79.2	3,713	38.4	13.9	26.1	22.5	25.4	35.1	10.1	28.5	Sons	43.8	4,235	35.2	11.2	23.4	17.7	29.3	35.4	12.1	
Riverside	21.8	4,080	32.8	10.8	25.0	19.6	29.0	36.5	13.3	33.1	Santa Rosa	8.7	4,443	35.0		20.9	15.1	29.5	33.9	14.6	
Palm Springs	5.8	3.920	38.0	13.0	26.4	21.5	23.7	31.0	11.9	34.5	Petaluma	4.8	4,784	27.5	7.7	19.7	13.1	38.0	40.7	14.8	
Corona	3.8	3,640	36.3	13.4	29.5	25.9	25.8	36.4	8.4	24.3	Stanielaus	47.8	4,343	32.1	9.8	25.3	18.6	30.1	35.6	12.5	
Indio	2.6	3,990	33.9	11.4	23.7	10.0	30.1	38.7	12.3	30.9	Modesto	10.8	4,084	32.2	9.3	22.2	15.2	29.9	32.9	15.7	42.6
Sacramente	131.5	5,028	25.6	6.8	20.1	12.8	35.7	38.4	18.6	44.0	Turlock	2.6	4,448	32.8	9.8	23.7	17.0	30.6	35.3	12.9	
Sacramento	06.0	5,166	25.7	6.7	19.6	12.1	34.6	34.4	20.1	48.8	Sutter	10.2	4,211	30.7	9.8	27.2	20.7	28.2	34.3	13.9	
North	A	0.53			1						Yehama		4,482	33.1	9.9	23.8	17.0	29.1	33.3	14.0	
Sacramento	2.8	5,611	19.8	4.7	16.7	9.5	41.3	37.7	22.3	48.1	Red Bluff		4,824	30.7	8.6	21.7	14.4	29.2	30.9	18.4	48.1
San Benito	5.5	3,945	34.6	11.8	29.9	24.3	23.4	30.4	12.1	33.5	Trinity	2.6	3,208	40.0	16.8	20.4	29.3	26.3	41.9	4.3	
San Bernardine San Bernardino		4,128	31.9	9.6	24.3	18.8	32.9	40.0	10.9	29.9	Tulare		4,177	33.6	10.8	28.9	22.1	25.9	31.8	11.6	
Ontario	12.3	4,318	30.4	9.5	23.6	17.5	33.8	40.1	12.0	22.9	Vinalia Tulare	5.2 4.6	5,300	24.5	9.3	20.6	12.3	34.1	32.6	13.6	
Redlands	8.4	3,840	39.9	14.0	23.4	18.6	26.5	35.3	10.2	31.2	Porterville	2.9	4,486	33.3	10.5	25.6	19.2	28.4	34.1	12.7	
Colton	8.3	4,210	27.6	8.8	22.6	17.2	39.7	48.3	10.1	35.7	Tuolumno	4.8	4,197	28.3	9.0	25.4	19.4	33.7	41.2	12.6	
San Diego	305.1	4,316	33.5	10.4	22.6	16.7	31.1	37.0	12.8	35.9	Ventura	49.2	4,818	26.5	7.4	22.8	15.1	35.1	37.3	15.6	
San Diego	202.7	4,330	33.6	10.4	23.5	16.7	30.9	38.5	13.0	38.4	Ventura	7.8	5.879	21.1	5.1	19.4	11.1	38.2	35.1	21.3	
National City	10.3	4,264	28.1	8.9	25.1	18.9	35.8	42.9	11.0	29.3	Oxnard	10.1	4,854	28.4	8.2	23.3	18.0	33.0	36.3	15.3	
Escondido	3.2	3,732	38.0	18.7	25.9	22.2	26.9	36.9	9.2	27.2	Santa Paula	4.2	4,495	33.5	10.0	20.6	14.7	33.2	36.7	13.7	38.
Doenneide	8.2	4,330	30.8	9.5	24.6	18.2	33.0	39.1	11.6	33.2	Yele	19.9	4,342	37.1	11.5	22.0	16.2	27.4	32.3	13.5	40.
Chula Vista	9.4	4,634	27.7	8.0	21.0	14.5	36.8	40.7	14.5	36.8	Woodland	4.3	5,204	28.7	7.4	19.6	12.0	33.5	33.1	18.2	
a Mesa	6.4	4,656	28.3	8.2	21.1	14.5	35.4	38.9	15.2	38,4	Yuba	11.1	3,983	34.2	11.6	27.0	21.7	26.7	34.3	12.1	
El Cajon	4.0	4,229	32.6	10.4	21.4	16.2	34.4	41.6	11.6	31.8	Marysville	4.1	4,431	32.2	9.8	24.0	17.3	27.1	31.3	16.7	41.
Coronado	8.9	4,785	30.4	8.8	21.9	14.7	30.1	32.4	17.6	44.3	W. 4-7-41			-						1	
an Francisco.	374.6	4,896	28.3	7.7	23.5	14.7	31.6	33.2	17.7	44.4	Total Above	2012 4	4 001	07.0		01 4	14.5	22 2	24 0	17 2	42
lan Francisco	374.6 84.7	4,896	28.2	7.7	22.5	14.7	31.6	33.2	17.7	44.4 37.9	Cities	3213.1	4,821	27.8	7.8	21.6	14.1	33.3	34.6	17.3	43.
tockton	31.1	4,404	32.3	9.3		14.1		34.3		42.3	State Total	4846.7	4 800	28 4	8.0	99.0	14.7	33 1	35.2	16.5	42.
	W 4 . 5																				

	Metro-	-		TION TIMATI	E8	4077A	TIVE B						CIL	L SALES	1954		1.	BALES ADVER INC CONTR	ITIS-
AREAS	politan Area	Total	*	Fami-	Urban- ized	Not	9%	Per	Per	Dollars	%	Coun-	(io	FIVE ST	ORE GR			Buying	Qual
		(thou- eands)	U.S.A.	(thou- sands)	Pepu- lation (thou- eands)	Dollars (add 000)	U.S.A.		Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motivo	Drug	Power	ity in- dex
Freeno	63	308.1	,1896	94.0	176.0	459,483	.1830	1,491	4,888	367,861	.2164	3,913	86,004	27,228	21,138	67,848	9,946	.1944	103
Los Angeles	83	5,379.8	3.3093	1,858.0	5207.8	10,143,970	4.0392	1,886	5,480	6,934,615	4.0783	3,732	1,654,503	770,675	485,687	1,361,472	245,434	3.9049	118
Sacramento San Bernardino- Riversido-	121	385.6	.2187	111.4	270.3	661,117	.2633	1,859	5,935	418,002	.2459	3,783	99,366	41,212	32,192	73,487	13,474	.2492	114
Ontario	128	505.9	.3666	192.2	382.6	832,843	.3316	1,398	4,333	647,640	.3808	3,370	170,684	48,293	33,052	105,781	20,752	.3533	96
San Diego San Francisco-	120	737.1	.4534	242.5	886.9	1,316,524	.5242	1,786	5,429	798,689	.4007	3,294	193,636	69,808	54,756	100,956	25,704	.4937	100
Oakland	130	2,583.5	1.5803	857.0	2389.7	5,345,673	2.1286	2,068	6,236	3,117,326	1.8332	3,637	808,700	340,782	211,999	829,996	88,180	1.9319	122

O SM, 1955.

SALES MANAGEMENT



Represented Nationally by HENRY 1. CHRISTAL CO., Inc.

Measure of a Great Radio Station

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Earle C. Anthony, Inc.

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Penetration
Complete Coverage
and uncounted
Auto Listeners
all over the

West Coast Area.

STOCKTON . A KEY NORTHERN CALIFORNIA MARKET



STOCKTON (California) A 439 Million Dollar* MARKET

*Source 1954 Survey of Buying Power-Effective Buying Income

No other medium or combination of media can match the Stockton Record in its power to sell in this geographical independent isolated 439 Million Dollar Market. With a daily circulation of over 50,000, the Record covers 9 out of 10 city zone families and 67% of all families in the Stockton retail trading zone. No out-of-town daily gives you more than 9% coverage.

POPULATION

271,000

Stockton ABC City Zone 120,591

Retail Trading Zone

Stockton Record

Represented Nationally by Cresmer & Woodward, Inc.

STOCKTON · CALIFORNIA'S INLAND VALLEYS · 3rd METROPOLITAN MARKET

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT. CALIFORNIA — Metropolitan County Areas — (Continued) BALES AND ADVERTIS-ING CONTROLS EFFECTIVE BUYING INCOME ESTIMATES—1954 POPULATION ESTIMATES 1/1/55 ESTIMATES-1954 FIVE STORE GROUPS AREAS Quality in-dex Sales Per Fam Ily U.S.A. of U.S.A. Drug Food 3,62 28,84 12,967 San Jees2652 1,737 5,64 427,183 .2512 100,344 131 .231 118.0 200.1 066,057 56,584 18,533 5,611 1478 103 Stockton.....
△ Bakerefield... 3.77 71,276 25,338 15,902 55,689 6,817 .1659 187 119 180,119 .0758 1.792 5.527 149,490 4,346 33,140 8,325 8,878 4,80 .0774 △Sents Barbara. 223 34.4 73.9 106.1 10,506.0 6.7272 3,663.1 9773.2 20,414,331 8.1286 1,657 8,588 13,306,260 7.8766 3,666 3,276,237 1,386,463 907,292 2,506,388 432,694 7.7738 116

COLORADO — Counties and Cities — (Other Mountain States: Arizons, Idahe, Mountain States: Arizons, Idahe, Wyoming,)

Colorado sta	te maj	-page	272	Pop.	N	UMBER	O TO	UTLET	s						Pop.	Nu	MBE	R OF O	UTLETS	8
City	C	ounty		thous.)	F	GM	FHR	A	D	Cit	У		County		thous.)	F	GM	FHR	A	D
Alamosa	Alan	0088		5.4	17	4	8	12	4	Grand	Juncti	on 1	Mesa		17.1	38	7	19	29	
Aurora	Ada			15.5	7	3	5	4	3	Greele			Weld		21.7	44	9	23	32	1
Boulder	Bou	lder		23.0	40	5	22	17	9	La Ju	ata	(Otero		8.0	28	5	8	14	
Colorado Sprins				53.5	126	13	47	43	28	Lamar		1	Prowers		8.9	10	6	6	15	
Denver		ver		483.5	1.010	99	231	213	217	Longn	ont	1	Boulder		9.2	30	6	15	18	1
Durango	La I	Plata		8.4	18	6	6	19	4	Lovels	ınd	1	Larimer		8.0	19	5	11	12	3
Englewood	Arai	nahoe		24.2	36	4	14	15	5	Pueblo			Pueblo		75.9	187	20		42	2
Fort Collins	Lari	mer		14.6	41	7	14	17	7	Sterlin	g]	Logan		9.6	27	4		18	
Fort Morgan	Mor	gan		5.8	9	4	7	17	3	Trinid	ad	1	Las Anima	S	11.8	58	6	12	17	-
Adame	30	52.7	.0324	13.9	31.2	78,	. 300	0296 1	,423 5,396	32,141	.0189	2,312	7,249	1,087	1,436		201	1,000	.0270	
Aurora		15.5	.0095	4.7		21,	.006	.0084 1	,355 4,469	16,639	.0098		4,215	537	567		306	628	.0090	
Alarmona		10.6	.0065	2.8	8.4	14,	537	.0058 1	,371 8,192	14,010	.0082	5,004	2,811	1,363	744		387	424	.0067	
Alumon	-3	5.4	.0033	1.5		8,	544	0034 1	,582 5,696	13,544	.0080		2,598	1,363			387	424	.0048	
Arapahoo	30	67.5	.0415	20.3	53.8	99,	723	0397 1	,477 4,912	65,357		3,220	22,446	2,770				2,977	.0397	90
Englewood		24.2	.0149	7.6		28,	479	0153 1	,590 5,063	87,734	.0222		10,958	2,701	1,950	12,	723	2,250	.0173	
Archuleta		2.7	.0017	.7		2,	030		752 2,900	2,068		2,940	372	72		1	186	249	.0011	65
Baca		8.8	.0052	2.6					,415 4,825	8,806	.0040	2,618	1,567	284	186		521	247	.0046	88
Bent		8.8	.0084	2.2					,003 4,011	5,366		2,440	1,432	342			286	184	.0038	70
Boulder		63.1	.0327		35.7				,508 5,006	88,779		3,674		2,948				1,975	.9329	101
Boulder		23.0	.0141	6.5					,722 6,093	28,689	.0169		7,314	1,790			071	1,109	.0158	
Longmont		9.2	.0067	2.9					,556 4,937	20,021	.0118		3,841	1,046			930	100	.0075	132
Chaffee		6.9	.0042	2,2					,249 3,917	8,537	.0058	3,880	2,279	481			198	286	.0041	88
Cheyenne		3.4	.0021	1.1					,389 4,233	2,927	.0017	2,661	537	84	190		473	166	.0018	96
Clear Creek		3,6	.0022	1.2					,340 4.020	4,041	.0024	3,368	934	81			817	146	.0037	80
Conojos		10.4	.0064	2.4			,366	.0034	804 3,486	4,273	.0025	1,780	1,061	802			817	140	.0037	40
Coetilla		5.9	.0037	1.2			,	.0613	560 2,783	1,894	.0010		362	221	87		917	147	.0017	73
Crowley		6.4	.0033	1.4	****		e comp	.0020	949 3,061	3,928	.0023			221		1	917	40	.0000	67
Custer		1.5	.0000	.0	****				,003 2,508	796	.0005		3,067	825	786		409	374	.0081	1 -
Delta		18.6	.0111	5.6				.0071	900 3,151	13,039				139,200				28.580	.3623	
Denver	99	463.5	.2974	10	483.8	906			,874 5,713	699,934		4,413	130,473	138,200				28,580	.3633	
taDonver		483.5	.2974	158.6	Н	906	, Uddl	.300811	,874 5,713	699,934	.4117		1 130,478	-	1 40,40	100,	0.00	,	*0000	ge 13

2 Gent. Mdec. sales include mail order catalog sales. See page 20.

○ 3M, 1955.

and growing every day!

AGRICULTURE OIL AND URANIUM MANUFACTURING TOURISTS

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- Is heard by more people who can't get TV than any radio station in the U.S.A.I
 - Sells this ever-increasing market, developing and keeping phenomenal listener-loyalty, as proved by 39% greater mail response in 1954 over 1953.

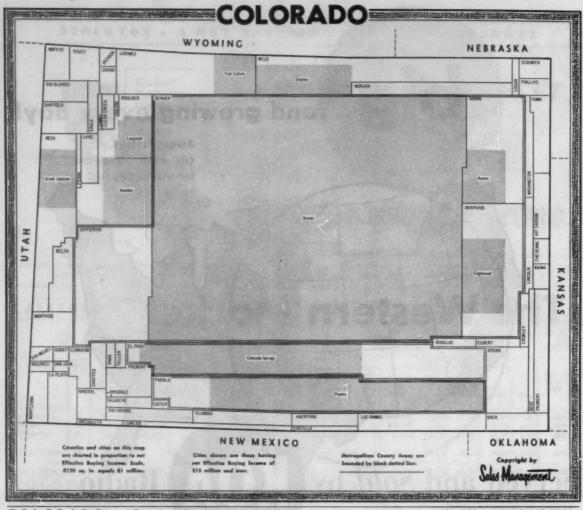
LET (KOA) SELL FOR YOU!

FARM TOTAL Population . . . 700,030 3,633,000 Households . . 191;140 1,088,420 Radio Homes . . 175,850 1,049,020 Buying Income . \$2,044,714,000 \$5,226,724,000 Retail Sales \$4,071,951,000 Source: 1955 Survey of Buying Power



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COLORADO - (Continued)

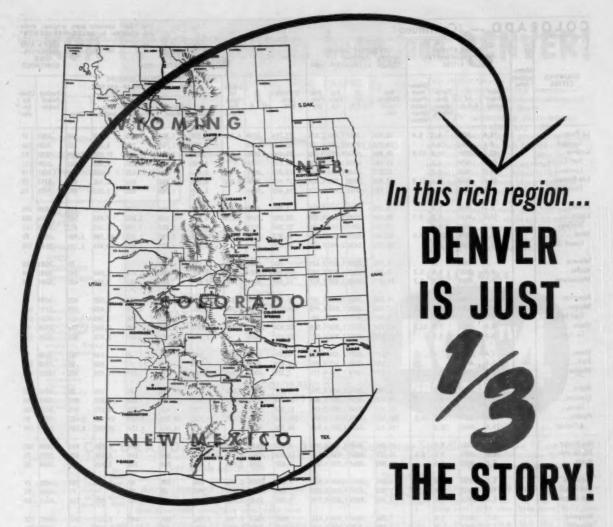
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Motro			TION TIMATI	ES	EFFEC	TIVE B INCOMI ESTIMA	UYINI E ITES-	D -1954			•	777	L SALES	-1954	1		SALES ADVER INC CONTR	ITIS-
CITIES	pelitan Area	Total	*	Fami-	Urban-	Net		Per	Per	Deliara	4	Coun-	(li		TORE GRO		or. C	Baving	Ouni
2032		(thou- eands)	U.S.A.	(thou- eands)	Population (thou- eands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Delares		2.1	.0013	.0		2,656			4.427	1,282	.0007	2,137	416	298	40	124	89	.0010	
Oouglas	1000	3.5		1.2		3,902	.0016	1,141	3,327	2,623	.0016	2,186	865	35	90	626	122	.0017	81
Engle		4.4		1.2	****	8,574			4,645	3,025	.0017	2,821	207	141	91	278	125	.0022	
Elbert		4.3		1.1		4,126	.0017	900	3,761	2,441	.0015		550	85		230	133	.0018	
△ Colorado	186	93.6	.0576	30.7	69.6	144,802	.0578	1,545	4,710	103,673	.0809	3,377	22,841	8,969	8,085	17,038	4,973	.0885	102
Springs	100	83.5	.0320	19.0		85,987	.0343	1,607	4,828	85,898	.0505	63	18,300	6,477	7,702	16,465	4,217	.0388	118
Promont		18.8	200000	6.6		18,073	.0072	977	3,227	15,211	.0000	2,716	3,693	894	602	4,049	524	.0086	78
Garfield		12.2	.0075	3.8		16,617	.0067	1,362	4,373	12,777	.0075	3,362	2,902	636	616	2,960	536	.0071	96
Olipin		.8	.0006	.2	****	1,102	.0004	1,378	5,510	561	.0003	2,005	229	34	34		80	.0004	80
Grand		3.7		1.1		5,200	.0022	1,448	4,872	8,790	.0034	5,264	700	878	184	802	381	.0025	
Gunnison	7790	5.9		1.7	3.0	8,366	.0033	1,416	4,915	6,098	.0036	3,588	1,677	377	309	1,517	197	.0035	
Hinedale		.2	.0001	.1		200	.0001	1,000	2,000	136	.0001	1,380	. 54	113	2 20	2321	37	.0001	100
Huerfano		10.1	.0002	3.0	5.8	9,366	.0037	926	3,119	6,714	.0040	2,238	1,785	572	278	1,605	177	.0043	
Jackson		1.0		.7		3.243	.0013	1,707	4,833	1,862	.0011	2.580	528	30	80	237	114	.0012	
Jefferson	38	73.8	.0481	22.4	41.4	106,913	.0426	1,450	4,773	53,370	.0313	2,383	15,282	1,428	1,400	14,444	2,511	.0387	88
Klown	12.1	3.0	.0018			4,657	.0018	1,562	5,174	2,307		2,563	643	25	72	350		.0017	94
ACIt Careen		9,3		2.7		12,131	.8049	1.304	4,403	9,581	.0056	3,549	1,517	875	81	1,674	397	.0053	
Lake		5.0	.0038	1.8	4.0	9,493	.8037	1,004	5,257	7,464	.0644	4,147	1,938	1,428	197	1,272	321	.0039	100

A and A See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.



In budgeting your advertising, although Denver is the largest city in the Rocky Mountain West population-wise, remember it still pays to spend the most where the most is spent.

The fact is, approximately $\frac{2}{3}$ of the retail purchases of most key consumer goods are made OUTSIDE the 4-county Metropolitan Denver area.

The whole story can be found in these comparative figures:

Whatever you're selling, in this wide-open country the most effective medium is the *local* daily newspaper... the *one* medium that gets into *every* home.

*Soles Management Survey of Buying Power, May 10, 1955

MOUNTAIN NEWSPAPER RESEARCH INSTITUTE

COLORADO

Alamosa Courier Boulder Camera Canon City Record Colo. Springs Free Press Durango Herald-News Fort Collins Coloradoan Fort Morgan Times Grand Junction Sentinel Greeley Tribune La Junta Tribune-Democrat

Leadville Herald-Democrat Loveland Reporter-Herald Montrose Press Pueblo Star-Journal & Chieftain Sterling Journal-Advocate Trinidad Chronicle-News Walsenburg World-Independent

NEW MEXICO
Raton Range

	Matro	0	POPULA ES 1/1	TION TIMATE /55	3	SAD I	TIVE B	UYING E ITES-	1984			0	TEN	MATES-	1954		TE S	SALES ADVER INC	TIS-
COUNTIES	Metro- politan Area	Total	% of	Fami-	Urban- ized	Net Dellars	%	Per	Por	Dellars	% of	Courty	Or	FIVE 51 thousands	ORE ORG	OUPS -add 000)		Buying	Qua
		(thou- sands)	U.S.A.	iles (thou- sands)	Population (thou- sands)	(add 600)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- Ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	in- dex
a Plata		15.4	.0005	4.3	8.4	16,655	.0067	1,001	3,873	17,714	.0104	4,120	3,818	1,362	788	4,827	835	.0083	87
Durango		8.4	.0052	2.6		10,812		1,287		15,761	.0093		3,206	1,086	789	4,395	420	.0060	118
arimer	1	47.4	.0292	14.8	23.9	96,906		1,413		51,180		3,458	11,395	3,906	2,864	11,232	1,809	.0282	97
Fort Collins		14.6	.0090	4.5		22,662		1,552		26,218			6,058	2,673	1,583	6,592	842	.0109	
Loveland		8.0	.0049	2.7		12,273		1,534		13,083		2.	2,351	900	915	3,560	516	.0057	
Trinidad		25.6 11.8	.0187	7.1 3.4	11.8	25,058 12,832		1,087		17,619 14,402	.0104	2,482	8,285	2,082 1,734	533 533	3,402 2,893	440 292	.0066	
		The state of		6.1	33					14, 200					-				
.incoln		6.1	.0038	1.8	****	8,196			4,216	7,902		4,191	1,231	160	76	1,172	351	.0038	
Logan		18.4	.0113	8.3	9.7	25,489			4,804	25,288	.0149	4,772	4,325	2,229	1,585	7,410	568	.0118	
Sterling		9.6	.0050	2.8	Siz.	16,009			5,718	21,965			3,834	1,274	1,585	7,098	472	.0083	
Grand Junction		43.8 17.1	.0296	13.2	17.8	55,082 26,670		1,272	5 032	48,933 37,376		3,556	10,585	4,783 4,551	2,211	11,786	1,454	.0248	
					9-1										,	,0,000	11.50		
Mineral		.7	.0005	.2	****	1,085			5,325	451			189	41			25	,0003	
Moffat		10.2	.0037	1.8	3.2	9,254 11,511		1,517	5,141	9,038 10,447		5,020 3,482	2,114 2,414	500 637	318 326	2,048 3,158	340 485	.0042	
	500				***	**,011	1			10,442	.000	4,402	2,414	000	010	3,133	100	.000	-
Montrees		15.6	.0006	4.6		16,545		1,061		15,088	.0006	3,276	3,258	801	788	3,842	429	.0070	1 -
Viorgan		19.1	.0117	8.4	8.8	23,863			4,419	25,739		4,786	4,478	1,102	1,220	5,480	732	.0117	
Fort Morgan		5.8		1.8		9,901		1,707		13,790			1,904	745	709	3,795	457	.0051	
La Junta		26.5		7.8		31,892 12,043		1,203	4,009	22,904 12,703		2,936	5,377 2,690	2,263 1,683	1,400 961	5,158 3,273		.0136	
	1	0.0	.0010	2.0		24,040	.0020	1,000	Z,QAI	10,100	.0010	1	2,000	1,000	901	0,410	302	.0000	***
Duray		1.8	.0011	.0		2,617			4,362	1,198			346		45	143	144	.0010	
Park Phillipe		1.6		1.6	2200	2,496 6,166			4,902	1,615 7,379			290 1,232	256 475	296	505 1,480	95 293	.0010	
		0.0	.0001	1.0	****	0,100	.0024	1,200		7,310	.0043	7,010	1,202	475	200	1,400	200	.0001	100
Pitkin		1.0		5		2,367			4,734	1,617			424	52	40	126	76	.0010	
Prowers	1	16.0		5.0	-	20,478		1,219		17,777		3,555	2,882	1,084	884	3,850	816	.0093	
Lamar		8.9		2.4		12,462		1,400		11,808			1,711	945	531	3,163		.0057	
Pueble ▲Pueble	1113	102.2 75.9		29.0		134,622 114,104			4,842	102,410 89,359			23,430	15,102 14,465	6,653	23,185 18,082		.0574	
				-		****		1	-	20,000		1			0,000		-,	100	
Rie Blance	1	8.0		1.7		10,541			6,201	5,409			1,500	97	100	1,284	345	.0038	
Rio Grande		13.2		3.6	3.5	12,377		938		11,218			2,370	902	544	3,146		.0061	1
Routt	150	8.7	.0083	2.6	****	11,063	.0044	1,272	4,255	6,537	.0038	2,514	1,428	654	165	1,415	383	.0044	83
Saguache		8.8	.0034	1.4		5,685	.0022	1,034	4,061	3,871	.0023	2,765	630	106	87	1,228	157	.0025	5 74
San Juan		1.0	.0010	.4		2,022			5,055	684	.0004		197	70	21		71	.0007	7 71
Dan Miguel		2.5	.0015	.7		3,308	.0013	1,321	4,719	1,000	.0010	2,383	600	90	85	219	118	.0012	2 86
Bedgwick		8.2	.0032	1.8		7,294	.0026	1,403	4,863	6247	.0037	4,188	1,232	382	845	1,127	243	.0032	100
Summit		1.2		.4		1,866		1,296		739			236	63		124		.0000	
Teller	-	2.1	.0013	.6		2,550	.0010	1,214	4,250	2,411	.0014	4,018	803	25	36	624	122	.0012	8
Washington		7.9	.0049	2.8	100	9,306	.0037	1.179	3,722	7,964	.0047	3,186	2,037	443	148	1,388	250	.0041	8
Wold		70.8		20.2		89,157			4,414	71,801			13,700	0.00	2,864	17,228	1,789	.0390	
Greekey		21.7		7.6		32,364	.0129		4,628	42,463			7,492	3,966	2,395	13,599		.0166	128
Yuma		10.8	.0067	3.3	****	14,938	.0000	1,383	4,827	11,304	.0067	3,444	2,018	725	304	1,927	458	.0061	94
Total Above Citie		804.1	.4946	259.0	- 22	1,396,177	.8580	1,730	5,301	1,201,380	.7088		237,963	186,126	66,014	259,999	46,156	.5888	119
State Total		1,483.7		487.0	973.9	2,238,871	.8915	1,499	4,899	1,670,834	.9926	3,686	365,787	210,871	84,550	348,418	63,779	.9242	101
COLO	RAI	DO-	- Sh	DN	letr	opolita	n C	oun	ty /	Areas									
Denver	. 20	677.0		215.2	600.0	1,197,730	.4729	1,754	5,519	880,802	.8004	3,954	176,370	143,496	41,651	172,778	35,148		7 113
Pueblo	. 113	102.2	.0620	29.0	84.3	134,622	.0536	1,317	4,842	102,418	.8602	3,531	23,430	15,102	6,653	23,155	2,442	.0574	81
△ Colorado	100	-	-	-			-						-	0.00	6.00	47.00			
Springs	. 188	93.0	.0578	30.7	00.0	144,592	.0675	1,54	4,710	103,673	.000	3,377	22,841	8,969	8,065	17,038	4,973	.9586	5 101

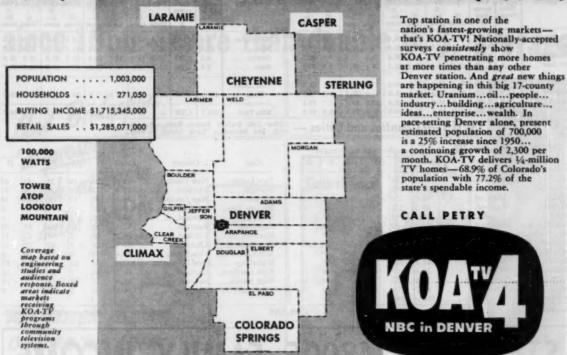
872.0 .6300 274.0 763.0 1,406,944 .5840 1,061 5,336 1,066,085 .0215 3,845 221,641 167,567 56,350 212,968 42,963 COLORADO — M Income Breakdown of Consumer Spending Units

	Total	in- come		,	ET IN	DOME	GROU	PS, 190	14		- 27 S.M. (218)	Total	in-	-		ET IN	COME	GROU	PS, 19	54	
CITIES	Con- sumer Units (thous.)	Con-	\$0-1 % Units	5 In- come	\$2,000 % Units	-3,000 In- come	\$4,000 % Units	4,999 S In- come	\$7,000 % Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- summer Unit	\$0-4 % Units	% In- come	\$2,500 % Units	10- come	\$4,000 % Units	% In- come	\$7,000 % Units	& Over
Adams	18.4	4,064	31.1	10.2	28.2	22.1	30.5	38.3		29.4	Arapahoe		4,755	23.2	6.8	25.3	17.0	38.8	41.9		-
Alameea	3.3	4,514	30.0	9.3	27.9	19.8		45.1 33.4	11.7	29.0	Englewood Archuleta	7.8	2,999	20.6 51.0	8.7 22.9	23.7	15.5	10.8	18.4		34.8 28.1
Alamous	1.9	4,616	27.8	8.0	28.2	10.8	31.2	34.7	13.1	37.8	Baca	2.7	4,382	37.8	11.4	25.3	18.5	20.4	23.9	17.0	48.2

A and A See end of state for SM Metropolitan County Areas. © SM, 1955.

Sefere using these figures, see explanation page 11.

KOA-TV best delivers boom-land DENVER!



COLORADO — M Income Breakdown of Consumer Spending Units — (Continued)

	Total	In-		N	ET IN	COME	GROU	PS, 19	54			Total	In- come			ET,IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	con- sumer Unit \$	\$0-2 % Units	2,499 % In- coma	\$2,500 % Units	-3,999 % In- come	\$4,000 % Units	6,999 % In- come	\$7,000 % Units	% in-	COUNTIES	Con- sumor Units (thous.)	per Con- sumer Unit	\$0-2 Units	% In-	\$2,900 % Units	1-3,999 % In- come	\$4,000 % Units	5 In- come	\$7,000 % Units	% in-
Bent	2.5	3,535	33.6	12.8	38.6	34.9	20.2	29.2	7.6	23.1	Kit Karsen	2.8	4,287	35.5	11.1	26.5	19.8	23.0	27.8	15.0	41.6
Boulder	22.8	3,802	47.4	18.1	23.1	21.1	21.4	31.4	8.1	29.4	Lake	2.0	4,722	21.4	6.1	19.5	13.2	46.0	49.9	13.1	30.8
Boulder	11.7	3,398	53.4	20.7	20.3	19.1	18.9	28.5	8.4	31.7	La Plata	4.7	3,515	40.1	15.3	29.6	27.0	23.5	34.2	6.8	23.5
Longmont	3.4	4,204	33.6	10.7	26.8	20.4	28.4	34.8	11.3	34.3	Durango	2.8	3,884	33.7	11.7	27.9	23.0	29.8	39.2	8.6	26.1
Chaffee	2.4	3,648	38.6	14.2	28.0	24.6	23.4	32.8	10.0	28.4	Larimor	17.5	3,819	80.3	13.8	27.1	22.7	24.3	32.7	9.3	30.8
Chayenne	1.2	3,903	35.3	12.1	31.5	25.8	21.0	27.7	12.2	34.4	Fort Collins	6.3	3,603	45.2	16.8	23.5	20.9	22.6	32.2	8.7	30.1
Clear Creek	1.3	3,887	35.0	12.7	25.8	22.3	29.8	41.4	9.4	23.8	Loveland	3.0	4,107	32.4	10.6	29.0	22.6	28.1	35.1	10.5	31.7
Consjes	2.7	3,049	49.7	21.9	28.2	29.6	14.5	24.4	7.6	24.1	97020 0										
Costilla	1.4	2,340	64.4	38.8	23.8	31.0	9.5	20.8	3.3	11.4	Las Animas	7.7	3,260	44.4	18.3	27.6	27.1	21.6	34.0	0.4	20.6
Crowley	1.6	3,284	45.9	18.8	30.9	30.2	16.0	24.0	7.2	26.1	Trinidad	3.9	3,281	43.4	17.8	28.7	28.0	20.8	32.5	7.1	
Custer	.5	3,016	47.3	21.1	30.9	32.8	15.8	28.8	6.0	19.3	Lincoln	2.0	4,091	35.3	11.6	25.7	20.9	23.9	29.9	14.1	37.6
Delta	5.7	3,094	47.2	20.5	30.3	31.4	16.1	28.6	6.4	21.5	Logan	5.8	4,425	30.3	9.2	38.1	20.4	29.0	33.5	12.6	38.9
	100	7									Sterling	3.6	4,473	29.0	8.7	27.8	19.9	30.5	34.8	12.7	36.5
Denver	192.4	4,700	29.0	8.5	23.7	18.1	30.8	33.6	15.6	41.8	Mosa	14.1	3,903	34.6	11.9	29.3	24.1	26.9	35.3	9.3	26.7
Denver	192.4	4,700	29.9	8.5	23.7	18.1	30.8	33.6	15.6	41.8	Grand Junction	6.3	4,282	30.8	9.7	26.6	19.9	30.9	37.2	11.7	33.2
Delores	8.	4,449	23.6	7.1	33.7	24.2	28.6	33.0	14.1	35.7	Mineral	.3	3,817	25.1	8.8	42.7	35.8	23.9	30.8	9.3	24.6
Douglas	1.1	3,629	28.0	10.4	38.3	33.7	27.2	39.4	6.5	17.8	Moffat	2.1	4,503	29.8	8.9	22.7	16.1	34.4	39.2	13.1	35.0
Eagle	1.6	3,786	29.9	10.7	35.7	30.4	27.7	37.8	0.7	21.3	Montezuma	3.1	3,746	41.0	15.0	26.5	22.8	20.7	28.3	10.0	34.1
Elbert	1.2	3,404	41.3	16.3	23.9	31.0	18.4	27.6	7.4	25,1	Montrose	5.0	3,319	40.4	16.3	33.2	32.0	20.3	31.4	6.1	20.3
El Paso	37.7	3,833	40.1	14.8	26.2	21.9	24.4	32.7	9.3	31.4	Morgan	5.7	4,192	34.5	11.1	28.9	22.0	24.6	30.0	12.0	36.9
Colorado	1				1		1				Fort Morgan	2.2	4,498	30.8	9.2	27.4	19.5	28.2	32.1	13.6	39.2
Springs	21.7	3,956	37.4	12.7	26.5	21.4	26.1	33.8	10.0	32.1	Otoro	8.0	3,995	33.9	11.4	30.5	24.5	25.6	32.8	10.0	31.3
Frement	5.6	3,244	45.2	18.7	28.4	28.0	19.7	31.1	6.7	22.2	La Junta	2.8	4,349	30.7	9.5	22.3	18.4	34.3	40.4	13.7	33.7
Garffeld	4.1	4.002	32.1	10.6	29.4	23.2	26.2	33.2	12.3	33.0			115.77			1					
Glioin	3	3,485	44.1	17.1	28.9	26.7	24.2	35.8	3.8	20.4	Ouray	.7	3,861	38.2	14.4	26.5	23.8	28.8	41.5	6.5	20.1
Grand	1.4	3,967	33.4	11.3	26.2	21.1	20.1	37.7	11.3	29.0	Park	.7	3,828	35.5	12.5	37.8	23.2	26.4	35.3	10.3	29.6
	1	-,	-		-		1		4 1915		Phillips	1.4	4.584	30.8	9.1	33.2	22.6	19.6	22.0	17.4	48.3
Gunniagn	. 2.3	3,689	40.2	14.6	25.2	21.9	25.4	35.3	9.2	28.2	Pitkin	.6	3,971	33.3	10.9	29.7	23.9	27.3	35.1	10.7	29.1
Hinedale	.1	2,381	53.6		36.0		9.5				Prewers		4,000	37.5	12.3	31.0	24.2	20.2	25.1	11.3	38.2
Huerfane	3.1	3,062	45.5		33.2	34.7	15.9			10.0	Lamar	2.0	4,243	36.2	11.0	30.5	23.0	21.1	25.6	12.5	40.1
Jackson		4,136	28.3	-	36.0		24.0		11.7		Puebio	30.8	4,375	26.2	8.0			35.0	41.0	11.8	31.5
Jafferson	22.9	4,671	25.0			16.3	37.1	40.7	14.1		Pueblo	25.7	4,435	25.5	7.7	26.5				2000	
Klowa	10000	4,704	-	200			23.0				Rio Blance	2.1	5,010	a language	6.1	-	10000	-0011	1 10000	-	

O SM, 1955.

COUNTIES Con-	Total	in-			IET IN	COME	GROU	PS, 19	64			Total	In-			NET IN	COME	GROU	PS, 19	64	
CITIES	Cen- sumor Units (thous.)	Gon- sumor	\$0-2 Units	% In-	\$2,500 Units	-3,999 % In- come	\$4,000 W Units	-6,990 % in- come	\$7,000 % Units	& Over	COUNTIES	Con- sumer Units (thous.)	Con- sumer	\$0-1 % Units	2,488 % [21- come	\$2,500 Units	1-3,990 % In- come	\$4,000 % Units	5 in- come	\$7,000 % Units	& Ove
Pio Grande	3.3	3,802	36.0	13.0	31.3	28.4	19.7	28.5	13.1	34.1	Washington	2.4	3,802	38.0	13.2	20.5	24.3	19.5	25.7	13.0	36.8
Routt	2.0	3,824	33.2	11.7	28.5	23.8	29.0	38.9	9.3	25.6	Wold	22.0	4,058	35.8	11.8	28.7	22.6	24.6	31.1	10.9	34.5
Saguache	1.8	3,549	43.0	18.3	29.0	28.2	18.8	26.8	9.8	30.9	Greeley	8.2	3,963	38.8	13.2	26.6	21.6	24.4	31.6	10.2	33.6
San Juan	.8.	4,248	23.7	7.2	20.4	22.2	30.1	47.1	8.8	23.5	Yuma	3.5	4,295	31.1	9.8	28.5	21.2	26.2	31.3	14.2	37.7
San Miguel	.0	3,779	33.1	11.4	28.8	24.4	31.0	42.0	8.1	22.2	Total Above					-					
Sedgwick	1.7	4,329	30.0	9.3	33.2	23.8	21.5	25.5	16.3	41.4	Cities	311.2	4,486	31.3	9.4	24.6	17.5	30.3	34.6	13.8	38.5
Summit	.8	3,288	37.6	18.4	27.3	26.6	30.0	46.7	5.1	11.3		1000	-								
Teller	8.	3,064	44.9	19.7	32.9	34.5	17.2	28.9		16.9	State Total	526.1	4.256	33.2	10.5	26.1	19.6	28.4	34.2	12.3	35.7

CONNECTICUT — Counties and Cities — Other New England States: Maine, Massachu Setts, New Hampshire, Rhode Island, Vermont.

Conn. state map—page 288	Pop.	N	UMBE	R OF O	UTLET	S		Pop.	N	UMBE	R OF O	UTLET	5
City County	thous.)	F	GM	FHR	A	D	City County	thous.)	F	GM	FHR	A	D
Ansonia New Haven	18.8	94	9	18	12	12	New London New London	30.7	133	16	35	31	15
Bridgeport Fairfield	167.7	766	62	117	73	102	Norwalk Fairfield	55.4	173	14	36	34	21
Bristol Hartford	41.5	133	10	20	20	10	Norwich New London	37.6	108	12	28	15	14
Danbury Fairfield	23.3	112	1.5	37	29	16	Putnam City Windham	8.4	41	7	7	- 11	6
Derby New Haven	10.6	64	5	14	15	11	Shelton Fairfield	14.3	51	3	3	6	6
East HartfordHartford	33.7	50	2	10	21	14	StamfordFairfield	82.4	222	13	64	37	29
Greenwich Fairfield	44.6						Stratford Fairfield	38.1	69	5	7	12	12
Hartford Hartford	184.5	579	60	153	87	122	TorringtonLitchfield	29.1	129	7	27	28	13
Manchester Hartford	37.5						WallingfordNew Haven	13.4	59	9	12	14	6
Meriden New Haven	47.3	205	16	37	28	14	Waterbury New Haven	109.3	434	42	73	55	55
MiddletownMiddlesex	30.6	92	11	28	18	- 12	West Hartford	49.5	56	7	27	12	16
Naugatuck New Haven	18.6	58	4	9	9	10	West Haven New Haven	34.3	113	10	8	9	16
New Britain Hartford	80.5	276	26	37	40	29	Willimantic Windham	14.1	60	8	14	21	8
New Haven New Haven	164.0	784	81	152	89	104						-	

*Not Available.

€ SM, 1955.

Before using these figures, see explanation page 11.

STAMFORD—\$8005 FAMILY INCOME

CONNECTICUT'S RICHEST MARKET

HIGHEST

Family income of all Connecticut cities over 50,000 population and all major cities in the richest metropolitan area in the country.

Stamford's importance as a major sales market is again emphasized by the fact that 1954 income was \$4,000,000 greater than 1953. This extra buying power provides an even greater opportunity for you to sell—makes Stamford a more important part of your sales picture.

Total	% above Per Family U. S. avg.		Total Per	Family U.	S. avg.
Population 82,400		Furn. Hshld.	\$8,293,000	\$353	86%
Income \$188,120,000	\$8005 52%	Automotive	30,784,000	1310	99%
Retail Sales 117,702,000	5009 40%	Drug Sales	2,958,000	126	21%
Food Sales . 29,958,000	1275 47%	Market Index	135		35%

To sell the nation's No. 1 family income market in the nation's best selling area you must use the Advocate.

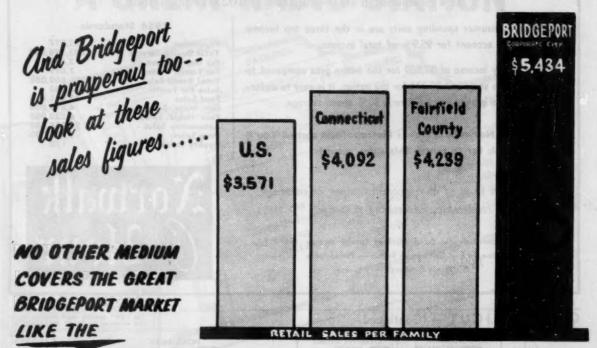
STAMFORD ADVOCATE

STAMFORD, CONN.

Represented by The Julius Mathews Special Agency, Inc.

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

BRIDGEPORT ABC City population up 15% since 1950 – more than double U. S. average!



SOURCE: SALES MANAGEMENT 195

BRIDGEPORT POST-TELEGRAM

99% Coverage ABC City

69% Coverage ABC City & RTZ

Represented Nationally by Moloney, Regan & Schmitt

COUNTIES	Metro-	ESTIMATES IN 1/1/55					EFFECTIVE BUYING INCOME ESTIMATES—1954				RETAIL SALES SM ESTIMATES—1954								AND TIS- OLS
	pelitan Area	Total (thou-sands) U.S.A. Families Population (thou-sands) (thou-sands) (thou-sands) (thou-sands)	<		Urban-	Net	4	Per	Per	Dollars		Coun-	FIVE STORE GROUPS (in thousands of dollars—add 000)					Buying	Oual
			Population (thou-sands)	Dollars (add 900)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex		
Fairfield		562.9 165.7 82.4	.1019	0.000		1,235,118 328,567 188,120	.1308	1,983	7,486 6,733 8,005	699,390 265,197 117,702	.4114 .1559 .0693	1 3	201,657 71,922 29,958	44,313 27,408 4,979	41,160 17,378 8,293	123,906 41,322 30,784	8,854	.4386 .1326 .0684	130

WHAT THE TRIANGLES STAND FOR . . .

The solid black triangles in these tables and fcotnotes refer to Standard Metropolitan Areas.

The open triangle indicates SALES MANAGEMENT "Potential" areas.

How Important Is NORWALK, CONN.?

NORWALK CITY ZONE NOW 60,425 (ABC, 1954)

Norwalk is a big shopping center—listed by Sales Management as a metropolitan area—a market of 102,017 population

80.4% of consumer spending units are in the three top income brackets and account for 95.9% of total income.

With a family income of \$7,869 for the entire area compared to \$6,786 for the state and \$5,274 for the nation, it is easy to understand why the quality index figure is 30% above average.

No wonder Norwalk achieves Metropolitan status! You'll have to look far to match this sales record.

Far out in front of any incoming paper in coverage, readership, advertising response.

Represented by the Julius Mathews Special Agency, Inc.

New York — Chicago — Boston — Philadelphia

Detroit — Pittsburgh — Syracuse

1954 Standards

Population	102,017
Total Buying Income	\$245,796,000
Per Capita Income	2,309
Per Family Income	7,869
Total Retail Sales	120,800,000
Sales Per Family	4,040
Food Sales	33,561,000
Gen. Mdsc. Sales	4,591,000
Furn. Hshld. Sales	4,520,000
Automotive Sales	20,888,000
Drug Sales	3,200,000
Quality Index	130



CONNECTICUT - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

	Matro	POPULATION ESTIMATES 1/1/55				EFFECTIVE BUYING INCOME ESTIMATES—1984				RETAIL SALES ESTIMATES—1954								SALES ADVER ING CONTR	TIS-
	politan Area	Total	% of	Fami-	Urban- ized	Not	eg l	Per	Per	Dollars	~	Coun-	(le		Buying	Ouni			
		(thou- sands)			Population (thou-sends)	Dollars (add 000)	% Per Cap- U.S.A. its Per Fam- ity		Fam-	(add	of U.S.A.	Sales Per Fam- lity	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	lity In- dex
A Norwalk Danbury Stratford		85.4 23.3 38.1	.0143	16.6 6.8 11.2		129,463 43,394 99,750	.0100	1,819	7,700 6,234 8,906	70,819 45,222 28,794	.0206		18,449 13,223 9,667	3,994 3,447 347	4,008 3,000 509	15,080 9,051 6,200	1,155	.0451	135
Greenwish Shelton Hartford		44.6 14.3 004.1	.0274			127,738 24,070 1,284,827	.0000	2,864 1,684	9,604 6,174 7,321	50,845			13,836 4,350 200,357	3,783 202 91,331	2,777 184 41,820	8,713 886	1,476	.0300	146 92

A and A See end of state for SM Metropolitan County Areas.

@ SM, 1955.

Before using these figures, see explanation page 11.

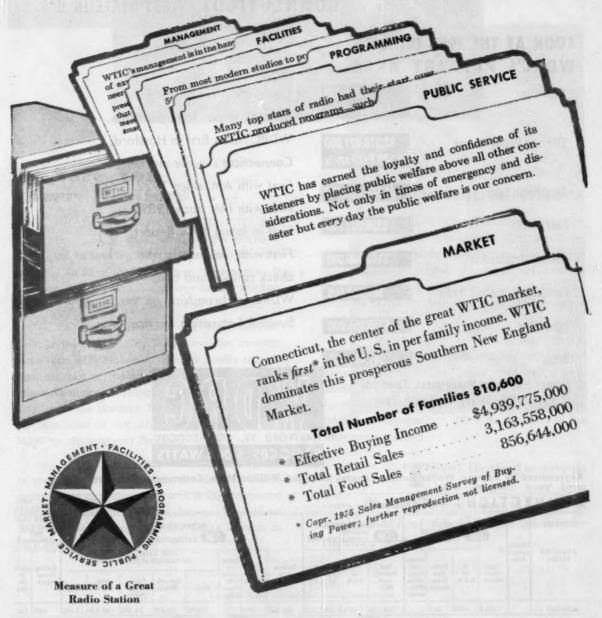
For PROFITABLE Selection of Markets

Since a market is only as good as your chances of selling it, its basic market data should be "weighted" by such factors as available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only show the *net worth* of the market . . . in terms of your selling chances . . . but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.

WTIC...By Every Measurement A GREAT RADIO STATION



REPRESENTED NATIONALLY BY

THE HENRY I. CHRISTAL CO., INC.

NEW YORK BOSTON CHICAGO DETROIT SAN FRANCISCO

MAY 10, 1955

279

ADD UP ALL THE FIRSTS AND YOU'LL PICK . . .

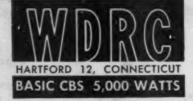
WDRC FIRST STATION IN CONNECTICUT HARTFORD FIRST MARKET IN CONNECTICUT CONNECTICUT FIRST STATE IN U. S. A.

LOOK AT THE 1954 DATA ON WDRC'S PRIMARY AREA

Population	1,239,300 361,100 Families
Effective Buying Income	\$2,378,821,000 \$6,588 Per Family
Total Retail Sales	\$1,509,694,000
Food Sales	\$390,063,000
General Merchandise	\$142,700,000
Furniture, Household, Radio	\$81,193,000
Automotive	\$255,456,000

Connecticut ranks first in the U.S. in per family income. WDRC ranks first in Hartford, Connecticut's major market. First with AM, since 1922. First with FM, since 1939. First in latest Pulse Report. First with timebuyers who check ratings and cost. Write WDRC for broadside on the Sundial Saturation Service.

Figures from Sales Management. Based on May 10, 1955 Survey of Buying Power.



Represented by Raymer. Walter Haase, General Manager. William Malo, Commercial Manager.

\$47,414,000

COUNTIES			POPULA ES 1/1	100 A B A 100	ES		EFFECTIVE BUYING INCOME ESTIMATES—1954				RETAIL SALES SM ESTIMATES—1954							SALES AND ADVERTIS- ING CONTROLS	
	Metro- politan Area	Total		Fami-	Urban-	Net		Por Cap- ita	Per Fam- ily	Deliare (add 000)		Goun- ty Sales Per Fam- ily	FIVE STORE GROUPS (in thousands of dollars—add 000)			g bx	Buying	Oual	
		(thou- sands)	U.S.A.	Hea (thou- sands)	Population (thou- sands)	Deliars (add 000)	U.S.A.						Food	General Mdss.	Furn- House- Radio	Auto- motive	Drug	Power	ity in- dox
▲Hartford		184.5	.1135	54.7		394,675	.1572	2,139	7,215	353,723	.2081		70,812	59,682	19,728	56,830	11,682	.1637	144

WHAT THE TRIANGLES STAND FOR . . .

The solid black triangles in these tables and footnotes refer to Standard Metropolitan Areas.

The open triangle indicates SALES MANAGEMENT "Potential" areas.

Drugs



Be Sure You Cover Hartford . . .

ALES MANAGEMENT has more often judged Hartford.

Conn., the richest big city in America than any other . . . In 22 of the 26 years of these studies it has been in first place . . . always among the first three . . . in Effective Buying Income per Family.

Rich Hartford and West Hartford (also in the A. B. C. City Zone), together average more than 20% higher in average family income than the rest of Hartford County . . . over 50% above the national average. In the Hartford A. B. C. City Zone, the Hartford Times has almost double the circulation of any other daily newspaper . . . 142% as much as any Sunday.

Surrounding Hartford, the City, are 14 townships which constitute the Hartford Metropolitan Area as defined by the U.S. Department of Commerce; totalling 101,071 homes. Throughout this area the evening Hartford Times is read in 95,072 or 94.2% . . .

Local Merchants Know

AST year Hartford's retailers placed over 12 million lines of advertising in the evening Hartford Times. More than 3 times what they placed in the morning newspaper, more than 4 times in money; 145% as much as in the Morning and Sunday newspapers combined.

National and automotive advertisers, omitting liquor and Sunday supplement advertising, which The Times does not accept, placed more than 3 times as much advertising in the evening Times as in either the morning or the Sunday newspaper . . . 147% as much as in the other two combined.

THESE Hartford merchants have learned over long years of experience that it pays to be sure of reaching ALL of this high average income Hartford market.

Largest daily circulation in Connecticut

The Hartford Times

Member: The Gannett Group

Boost Your Food Sales . . .

in the Prosperous Hartford County Market

The NEW BRITAIN, Conn., AREA

"The Hardware Center of the World"

ABC City Zone population-101,161

A Prosperous Market

\$7,304 Effective Buying Income per family—far above Conn. and U. S. \$27,796,000 Retail Food Sales (1954) in corporate city

Easy For Salesman

A compact market-current grocery route list shows 227 outlets within 7 miles of City Hall • Live Wire Food Retailers

... who ran nearly ONE MILLION (940, 842) lines of local food store advertising in the New Britain Herald during 1954

• 90.7% Coverage by

only one newspaper

The NEW BRITAIN HERALD

Represented Nationally by Story, Brooks & Finley

CONNECTICUT - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES	Metro			TION TIMATI	ES	ACT D	TIVE B				.1993	0	773	L SALES	1954	HER MARIA		SALES ADVER INC CONTR	TIS-
	politan Area	Total (thou-	*	Fami-	Urban- ized	Not	4	Por	Per	Dellars		Coun-	(ir	Oli n	Buying	Oual			
			U.S.A. (thou- sands) (t	Popu- lation (thou- sands)	Dollars (add 600)	U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex	
▲New Britain .		80.5	.0495	23.1		168,724	.0672	2,096	7,304	100,733	.0592		27,796	6,762	6,492	14,642	2,733	.0613	124
West Hartford.		49.5	.0304	14.1		154,242	.0614	3,116	10939	62,388	.0367		18,888	8,485	3,516	12,632	2,493	.0478	157
Bristol		41.5	.0255	12.0		82,457	.0028	1,987	6,871	43,614	.0051	1	14,262	2,202	2,473	8,700	1,002	.0290	114
East Hartford		33.7	.0207	9.1	A Part	75,077	.0299	2,228	8,250	37,504	.0220		5,812	865	560	14,931	1,661	.0257	124
Manchester		37.5	.0231	11.0		70,235	.0280	1,873	6,385	44,658	.0263		12,140	3,309	2,445	7,685	1,395	.0285	118
Litchfield		107.5	.0881	32.4	58.3	185,036	.0737	1,721	5.711	119,739	.0704	3,806	34,923	4,865	4,608	19,181	3,741	.0712	108
Torrington		20.1	.0179	8.7		48,429	.0193	1,664	5,567	43,425	.0255		12,668	3,877	1,978	6,968	940	.0209	117

A and A See end of state for SM Metropolitan County Areas.

€ SM, 1955.

Before using these figures, see explanation page 11.

Manchester Evening Herald tops all media in its coverage of the thriving, growing community of manchester, connecticut. Population over 35,000-trading area over 50,000. Reaching into nine out of ten homes daily in the city zone, "herald" advertising has consistently brought better results at less cost than any other medium available.



ONCENTRATION!

In Central Connecticut . . .

Only The Bristol Press

THE PRESS REACHES BETTER THAN 94% OF ALL THE HOMES IN THE BRISTOL CITY ZONE

Diversified Industry . .. Better Than Average Income EXTRA BUYING POWER in the Bristol Market!

Reach This Important Market With Our 12,027 A.B.C. Circulation—with Bristol's own Home-town newspaper

De Lisser, Inc.
National Representative

The Bristol Pres

TORRINGTON, CONN. - STEADY AND SOUND GROWTH

Torrington in the northwestern part of Connecticut so completely dominates Litchfield County as the only major city that its retail sales represent 37% of the county.

To know how good a market is you must measure its progress over a number of years. Is it growing steadily—does it offer increased selling opportunities each year or is it just another market?

Comparison of the county for the postwar period shows why it pays to advertise in the Torrington Register where you reach 32% of all the families in the county and 37% of the sales.

	1947	1954	% increase
Population	98.000	107,500	10%
Buying Income	\$103,732,000	\$185,036,000	78%
Per Family Income	3,184	5,711	79%
Retail Sales	76,053,000	119,739,000	57%
Food Sales	27,165,000	34,923,000	29%
Drug Sales	2,347,000	3,741,000	59%
Quality Index	85	108	27%
* DATA: SALES MAN	AGEMENT SUR	VEY OF BUY	NG POWER

With many nationally known industries providing steady employment and top wages including such companies as: Torrington Co.—American Brass—Torrington Manufacturing—Union Hardware—Warrenton Woolen—Turner & Seymour and others, Torrington is neither a boom nor bust market. It's a market that keeps growing year after year—it's a market where your sales will keep growing if you advertise in the

TORRINGTON REGISTER . .

. . . . TORRINGTON, CONN.

Represented by the Julius Mathews Special Agency, Inc.

You MUST BUY the Growing MERIDEN RECORD and JOURNAL

To <u>SELL</u> the Prospering Communities of Meriden - Wallingford, Conn.

Still The Cream of New Haven County with a per family income of \$6,391 — retail sales of over \$81,281,000. Quality Index of 123.

ONLY the Record and Journal cover this area with a net paid circulation of 25,498 copies.

Represented By GILMAN, NICOLL & RUTHMAN

CONNECTICUT- (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

000.01	Matro	0	POPULA ES 1/	TION TIMATI	ES	Marin.	TIVE B	E	360	dixt 4		0	7/17	L SALES	-1954		+	SALES ADVER ING CONTR	T18-
COUNTIES	politan Area	Total	95	Fami-	Urban- ized	Not	*	Par	Per	Dellara	eg.	Coun-	(li		FORE GRO			Buying	Qual
Supplies		(thou- sands)	% of U.S.A.	lica (thou- sands)	Pepu- lation (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add	% of U.S.A.	Sales Par Fam- lly	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Middlessx		74.0	.0485	20.0	37.8	124,064	.0496	1,685	5,965	80,612	.0522	4,240	24,320	8,735	3,560	13,835	2,851	.0496	109
Middletown		30.6	.0188	7.8		80,148	.0200	1,630	6,429	47,182	.0277		12,098	6,449	3,246	7,928	1,543	.0221	118
New Haven	97	591.2	.3637	174.2	629.7	1,117,727	.4451	1,891	6,416	677,275	.3983	3,888	183,974	40,364	41,537	108,177	20,971	.4148	114
▲New Haven	-	164.0	.1009	48.2		315,929	.1258	1,928	6,555	260,373	.1531		80,833	20,316	17,302	41,746	7,793	.1290	128
▲Waterbury Meriden-	1	100.3	.0672	31.0		204,978	.0816	1,875	6,426	142,569	.0839		87,272	9,761	9,456	25,736	4,247	.0794	118
Wallingford		80.7	.0078	18.8		180,180	.0478	1,979	6,291	77,881	.0484		\$1,848	4,788	4,497	18,968	1,862	.0480	181
Meriden		47.3	.0291	14.6	DIT	89,380	.0356	1,890	6,123	59,618	.0351		16,550	4,583	3,787	11,391	1,650	.0342	118
West Haven		34.3	.0211	9.4		60,323			7,375	26,333	.0155		10,404	420	601	1,787	1,515	.0227	108
Ansonia		18.8		5.5		33,575			5,923	22,878	.0134		8,490	998	1,854	4,648	600	.0128	110
Wallingford		13.4	.0082	4.2		30,760			7,334	21,663	.0127		6,280	640	1,010	3,371	412	.0116	141
Naugatuck		18.6	.0114	8.7		39,305		2,113		20,530	.0121	1	6,063	511	1,239	3,855	634	.0138	
Derby		10.8	.0065	3.0		17,532			5,844	17,592	.0104	1	3,576	1,435	1,534	4,102	451	.0079	
New London	202	100.0		48.8		284,631		1,654		186,470	.0979	20.000	48,582	8,217	8,364	26,980	4,572	.1017	
△New London.		30.7	.0180	8.9	1	84,350		1,771		59,500	.0350		15,876	8,077	3,546	13,560	1,693	.0251	133
△Norwich		37.6	.0231	11.8		80,144			5,012	84,313	.0319		14,650	2,021	8,948	7,347	1,450	.0260	
Tolland		83.7	.0330	14.3		88,004		1,650		31,086	.0163		9,781	1,256	1,017	4.873	548	.0297	
Windham		67.1	.0413	20.2		105,519			5,224	82,747	.0486	- camer	20,019	4,178	3,816	14,117	1,542	.0438	
Willimantio		14.1	.0087	4.3		26,064		1,849		32,772	.0193		7,416	1,568	1,862	8,237	618	.0127	
Putnam City		8.4	.0082	3.5		12,830	.0049	1,468	4,932	15,508	.0001		4,223	1,653	015	1,898	332	.0062	119
Total Above Cities	0	1,417.8	.8719	414.6		2,935,779	1.1692	2,071	7,061	2,053,281	1.2075		524,530	180,770	122,549	369,968	62,681	1.1214	129
State Total	1	2,220.8	1,3689	649,3	1749.4	4,406,125	1.7845	1.984	6,786	2,656,950	1.5628	4.092	723,513	200,306	145,891	452,859	80,736	1,6192	119

A and A See and of state for SM Metropolitan County Areas.

€ SM, 1955.

Before using these figures, see explanation page 11.

ISOLATED!

New London's rich market, now more than 61,500 ABC City Zone, can only be covered by its one-and-only local daily. There is absolutely no effective penetration by any other newspaper. Let THE DAY carry your advertising to thousands of high-spending customers who are yours for the selling now!



High-Spending New London

-SOARS way, way above Connecticut average family sales in every retail sales category!

	New	%
Conn.	London	Lead
Total Retail\$4,092	\$6,685	63%
Drugs 124	190	53%
Food 1,114	1,783	60%
Gen. Mdse 308	570	85%
Furniture 224	398	77%
Automotive 697	1,524	119%

Source: S.M. '55 Survey

MIDDLETOWN, CONN.

-a 21-Year Winner!

For 21 consecutive years the buying income of the greater Middletown market (Middlesex County) has made substantial gains. 1954 Income reached a new high of \$124,664,000—a gain of \$2,197,000 over 1953. 1954 Family Income of \$6429 was 22% above the national average. 1954 Retail Sales of \$88,612,000 were 24% above average.

With many new industrial and home building projects planned by the Government and private industry, the future of this growing market is well established.

PER	FAMILY AVER	RAGES	
	Middletown	U.S.A.	Conn.
Retail Sales	\$6049	\$3571	\$4092
Food	1551	868	1114
Gen. Mdse.	570	394	308
Furn. Household	280	190	225
Automotive	1060	660	697
Drugs	198	104	124

Proof again that
"YOU ALWAYS GET MORE IN MIDDLETOWN"

This winning market can only be thoroughly sold through the Middletown Press. No combination of incoming non-local papers can come anywhere near equalling the coverage of The Press. That's why Middletown is a 21-year winner.

You Always Get MORE in MIDDLETOWN

THE MIDDLETOWN PRESS

Represented by The Julius Mathews Special Agency, Inc.



CONNECTICUT'S TOP TEST MARKET

Population City Zone 131,707

Retail Trading Area over 204,000

More and more national advertisers are testing their products in Waterbury . . . because the Waterbury Republican-American has the facts needed for test campaigns plus a blanket coverage of the rich Waterbury area.

Employment 77,900 Per Family Income \$6,426 Food Sales \$43,334,000 Automotive \$29,590,000 Bank Savings \$170,817,709 Retail Sales \$163,099,000

The Waterbury Republican-American offers 6 vital market services:

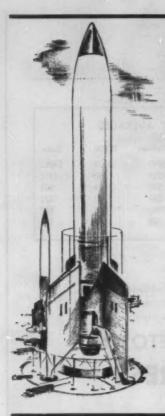
1. Annual Surveys 2. Personal Relail Contacts 3. Mailings to Trade 4. Route Lists 5, Distribution Checks 6, Assistance at Sales Meetings

The Waterbury Republican-American

CIRCULATION: 61,326 M & E

84,203 S & E, ABC 9/30/54

Represented by Gilman, Nicoll & Ruthman



The COURANT Is #1 In Connecticut, And Still Rocketing

SUNDAY OVER 136,500

Connecticut's Biggest Circulation Morning, Evening or Sunday

DAILY OVER 91,500 Connecticut's Biggest Morning Circulation

Both Sunday and Daily Courant are increasing their lead. Daily is over 7000 more than a year ago. Sunday is also over 7000 more than a year ago.

The Courant covers Hartford County plus big parts of prosperous Middlesex, Windham, Tolland and Litchfield counties. You can't cover Connecticut without The Courant.

The Hartford Courant

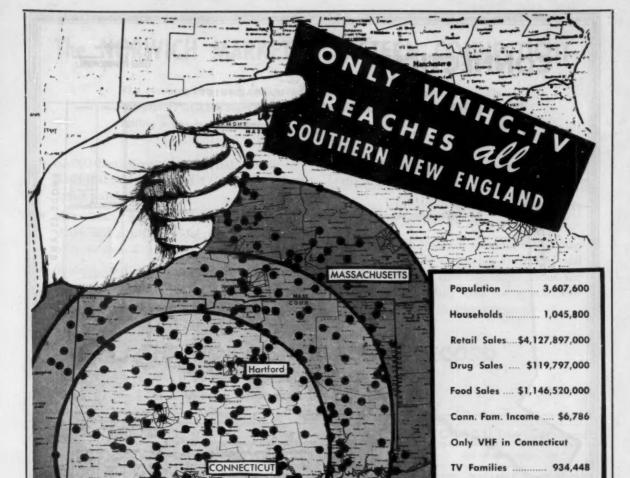
Represented Nationally by Gilman, Nicoll and Ruthman

		0	POPULA ES 1/1	TION TIMATI	E8		TIVE BI					0	770	SALES	1954			SALES ADVER INC CONTR	ITIS-
AREAS	Metro- politan Area	Total		Fami-	Urban-	Net	«	Per	Per	Dollars		Coun-	Oc		ORE GRO			Buying	Qual-
hridgsport-Stam-	9	(thou- sands)	of U.S.A.	(thou- sands)	Population (thou-) sands)	Dollars (add 000)	of U.S.A.	Cap- its	Fam- liy	(add	of U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	in- dex
Bridgeport-Stam- ford-Norwalk Hartford-New	19	562.9	,3482	105.0	408.5	1,235,118	.4019	2,194	7,486	699,390	.4114	4,239	201,067	44,313	41,100	123,906	21,055	.4398	127
Britain New Haven- Waterbury	63	004.1	.3717			1,284,827			7,321 6,416	791,631		4,811	200,357	91,381	41,820	141,990		,4000 ,4140	

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Copyright Notice and Rights to Further Reproduction. The exclusive estimates of population, Effective Buying Income, retail sales, buying power index, farm income and value added by manufacture are fully protected by copyright.

Permission to reproduce this Survey of Buying Power data in printed form, in whole or in part, may be granted only through written request to SALES MANAGEMENT, INC.



SOURCES:

1935 Sules Management Pre-Final Estimates CBS—Nielson Survey Updated with RETMA Set Sales — January 1, 1935 Mail map (bleck dott) based on 10,000 letter rasponse, completed December 1934 Cantour map accepted by FCC December

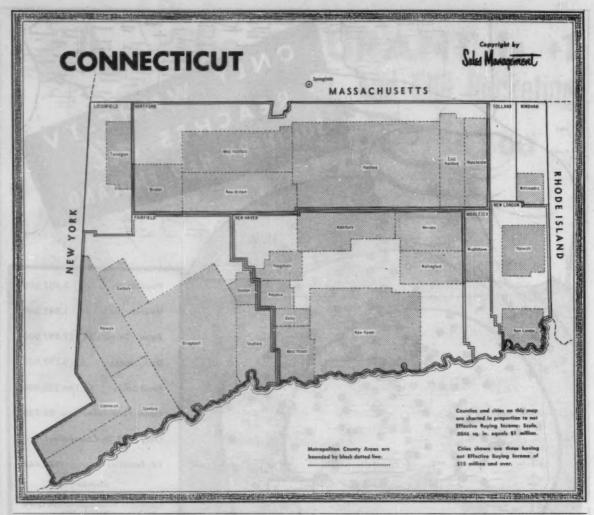
0.1 MV/M

KATZ

Grade B

316,000

Channel of



	Metro		POPULA ES 1/1	ATION TIMATI	E8		TIVE B					O	777	SALES IMATES	1954			SALES ADVER INC	TIS-
AREA	politan Area	Total	95	Fami-	Urban- ized	Net	%	Per	Per	Dollare	- C	Coun-	(la	FIVE ST	ORE GRO			Buying	Oual
um		(thou- sands)	% of U.S.A.	(thou- eands)	Population (thou- sands)	Dollars (add 000)	U.S.A.	Capita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn Mauss- Radio	Auto- motive	Drug	Power Index	ity in- dex
△New London- Norwich	211	100.0	.0004	48.8	92.0	204,631	.1053	1,684	5,958	188,470	.0079	3,557	48,582	8,217	8,364	26,980	4,572	.1017	102
Total of Areas		1,918.2	1,1800	581.5	1607.3	3,902,303	1.5539	2,034	6,950	2,334,786	1.3731	4.158	634,570	184,275	132,893	401,063	72,064	1.4240	121

- 100	Total	In- come			ET IN	DOME	GROU	PS, 19	54			Total	In-		11	ET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	por Con- sumor Unit \$	\$0-2 % Units	% In- come	\$2,900 % Units	-3,999 % In- come	\$4,900 White	-6,999 % in- come	\$7,000 % Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	50-2 % Units	% la-	\$2,500 % Units	0-3,999 % In-	\$4,000 55 Units	% In-	\$7,000 % Units	% in-
Fairfield	197.1	6,268	21.7	4.7	23.3	12.0	34.0	28.0	21.0	86.3	New Britain	27.9	6,049	17.9	4.0	24.9	13.3	37.0	32.4	19.3	50.3
Bridgeport	61.2	5,366	23.6	8.0	26.2	18.7	34.1	32.9	16.1	45.4	Bristol	13.9	5,926	17.7	4.1	23.0	12.5	40.4	35.2	18.9	48.2
Stamford	28.4	6,621	20.8	4.2	21.4	10.4	34.2	28.7	24.1	58.7	Litchfield	35.8	5,168	24.8	6.5	26.5	15.5	33.4	33.4	15.3	43.6
Norwalk	10.7	6,559	19.6	4.1	21.4	10.5	36.0	28.3	23.0	57.1	Torrington	9.3	5,183	19.6	8.1	27.3	17.0	37.8	37.7	15.3	40.2
Danbury	8.3	5,131	25.8	8.8	25.4	16.0	34.3	34.5	14.5	42.7	Middlesex	24.5	5,097	25.7	8.8	25.5	16.1	33.6	34.2	15.2	42.9
Shelton	4.5	5,363	21.8	8.8	27.1	16.3	35.1	33.8	18.0	44.4	Middletown	9.9	5,048	25.6	0.8	25.8	16.5	33.5	34.3	15.1	42.3
Hartford	213.7	6,012	20.3	4.6	23.5	12.6	36.8	31.6	19.4	51.2	New Haven	210.1	5,321	24.0	6.1	23.6	14.3	35.9	34.9	16.5	44.7
Hartford	74.1	5,324	24.1	0.1	25.7	15.6	34.6	33.6	18.6	44.7	New Haven	64.9	4,871	30.1	8.4	24.3	18.1	31.9	33.5	13.7	41.7

The NORWICH MARKET is EASTERN CONNECTICUT

The Norwich city and retail trade area . . . 204,068 people . . . is completely isolated from all outside sales influences—is one of the best selling areas in the state.

- 62,000 families earn an annual income of \$343,000,000 and spend \$245,000,000 for retail purchases.
- More than 2,500 farms, specializing in dairy and poultry products, produce sales of more than \$35,000,000 a year.
- 60 diversified industries provide steady employment and high wages the year round.
- 73% of the families are in the three upper

income brackets, and account for 92% of the income.

- Savings bank deposits of \$156,930,000 provide a big surplus for extra purchases.
- The Norwich Bulletin provides better than 90% coverage of the homes in the city and very substantial coverage throughout the entire retail trading area for which Norwich is the main shopping center.

THE NORWICH BULLETIN-RECORD

NORWICH, CONN.

Represented by THE JULIUS MATHEWS SPECIAL AGENCY

The	"SM" sy	mbols	mark	original,	exciu-
sive	estimates	by SA	LES	MANAGE	MENT.
-		-			

CONNECTICUT - (Continued)

	Total	In-			IET IN	COME	GROU	PS, 19	54			Total	in- come			ET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer	\$0-2 % Units	,499 % in- come	\$2,500 % Units	-3,909 % In- come	\$4,000 Wnits	-8,999 % in- come	\$7,000 % Units	& Over % In- come	COUNTIES	Con- sumer Units (thous.)	con- numer Unit	\$0-2 % Units	% in- come	\$2,500 % Units	-3,999 % in- come	\$4,000 Winita	% In- come	\$7,000 % Units	& Over
Waterbury	37.9	5,407	21.8	5.5	24.2	14.8	36.9	35.2	17.1	44.8	Telland	21.6	4,104	38.9	12.9	18.8	14.8	29.5	37.1	12.8	35.2
Meriden	16.5	5,428	20.8	5.2	23.2	13.8	39.0	37.1	17.0	43.9	Windham	23.3	4.519	28.7	8.6	29.2	20.8	30.3	34.7	11.8	35.9
Ansonis	8.8	4,916	21.7	8.0	28.6	18.8	35.7	37.5	14.9	37.7	Willimantie	5.2	4,966	24.0	6.6	25.5	16.5	35.2	36.6	15.3	40.3
Wallingford	5.1	5,990	18.0	4.1	20.2	10.9	40.8	35.2	21.0	40.8	Putnaza City	3.0	4,095	29.3	9.7	32.3	25.5	29.6	37.3	8.9	27.5
Naugatuck	6.5	6,054	15.6	3.5	20.5	10.9	41.4	35.3	22.5	50.3	MOT BOATS			200	1	-	-		-	-	
Derby	3.3	5,378	21.9	8.5	25.3	15.2	36.0	34.6	16.8	44.7	Total Above			1		Billion.		1		1	
New London	58.8	4,503	30.4	9.1	25.8	18.5	32.5	37.4	11.3	35.0	Cities	431.9	5,416	23.7	6.9	24.7	14.7	35.0	33.4	16.6	46.0
New London	12.8	4,243	37.7	12.0	23.2	17.7	28.5	34.7	10.6	35.6					-	-		-		-	-
Norwich	12.7	4,845	26.9	7.8	26.9	18.7	34.3	38.2	11.9	35.3	State Total	784.8	5,614	23.5	5.7	23.9	13.7	34.9	32.1	17.7	48.5

Talva Ta		Pop.	N	UMBE	R OF O	UTLET	8	A CHAS	- too	Pop.	N	UMBE	R OF C	UTLET	S
City	County	thous.)	, F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Dover Milford	Kent	7.3 5.7	32 27	7	13	15 15	7 3	Wilmington	New Castle	111.9	617	37	115	48	63

DELAWARE — Counties and Cities — Other South Atlantic States: District of Columbia North Carolina, South Carol

© SM, 1955.

Before using these figures, see explanation page 11

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.

TU	Metro-		POPULA ES 1/1	ATION TIMATE	5	Maria I	TIVE BI				22.	0	777	L SALES	1954			ADVER ING CONTR	TIS-
CITIES	pelitan Area	Total	4	Fami-	Urban-	Not	Q.	Per	Per	Dollare	OZ.	Coun-	(lir	FIVE 81 thousands	of dollars			Buying	Qua
		(thou- sands)	of U.S.A.	lies (thou- eands)	Population (thousands)	Deliars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	0f U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dea
Dover		43.8 7.3		12.9		53,599 10,655			4,185 4,282	64,638 31,080	.0380	5,011	10,153 3,327	2,877 1,354	2,617 985	15,116 7,907		.0278	
New Castle A Wilmington Success 1 Milford	162	251.9 111.9 70.8 5.7	.0688	32.7	13.5	517,978 231,554 78,027 7,459	.0922	2,069 1,102	7,214 7,081 3,998 4,388	321,055 250,674 130,971 18,272	.1474	6,038	70,430 82,488 17,800 2,908	37,787 26,723 2,219 600	22,235 21,383 6,179 863	57,076 44,510 21,601 6,270	1,847	.1909 .1041 .0473 .0054	151
Total Above Cities	011	124.9	.0768	36.9	e	249,668	.0094	1,999	6,766	289,996	.1705		58,693	28,686	23,261	58,687	7,803	.1162	15
State Total		386.3	.2253	106.4	232.8	849,602	.2587	1,773	6,105	517,284	.3042	4.882	96,083	42,383	30,431	93,793	11,004	.2657	111

DELAWARE — Metropolitan County Area

				-							-					
Wilmington 162	306.2	.1884	88.1	236.3	605,132	.2409 1.976 6.869	371.526	.2185	4.217	84.612	30,104	25,401	65,882	8.882	.2237	119
THE RESERVE OF THE PERSON NAMED IN			2777	11.11		CHARLE SALES SALES	-			-						
Total of Area	200 0	4004				2442 2 200 2 200		****		04 040					0007	440
Total of Area	306.2	.1884	86.1	236.3	805,132	.2409 1,975 6,999	371,526	.2185	4,217	84,612	39,104	20,401	65,882	8,862	.2237	119

DELAWARE - Income Breakdown of Consumer Spending Units

	Total	in- come			ET IN	COME	GROU	PS, 19	54		Totalia ii	Total	In-	119	,	NET IN	COME	GROU	PS, 191	14	
CITIES	Con- sumor Units (thous.)	per Con- oumer Unit \$	\$0-2 % Units	% in-	\$2,500 % Units	-3,999 % In- came	\$4,000 % Units	-6,500 % in- come	\$7,000 % Units	& Over	GOUNTIES	Con- sumer Units (thous.)	ger Con- sumer	\$0-2 % Units	% in- come	\$2,500 % Units	3-3,999 % In- camo	\$4,000 % Units	6,999 % in- come	\$7,000 % Units	& Over
Kent		3,557		17.9	25.8	24.7		33.0		24.4	Milford	2.1	3,549	44.7	18.0	25.2	24.1	22.3	34.2	7.8	23.7
New Castle Wilmington	85.6	3,940 6,049 5,610	26.3	6.2	22.0	12.0 15.3	32.0	32.0 28.8 29.3	18.8	32.2 52.1 48.3	Total Above Cities	46.1	5,418	29.6	7.8	25.1	15.8	29.4	29.6	15.0	48.9
Sussex	22.8	3,421	44.0	18.8	20.1	28.9	19.3	30.3	6.0	22.0	State Total	123.5	5,250	32.0	8.7	24.4	15.8	28.3	29.3	15.3	48.2

1 Milford is in Kent and Sussex Counties.

Before using these figures, see explanation page 11 © SM, 1955

Speaking of Packaging: The COMPETITIVE EDGE

Packaging today is a sales function. It's a technological problem only in the sense that designers and engineers are instructed to build a format that will add more sell to the product.

They get their perspective from the sales executive . . . the management man who receives the suggestions, criticism, gripes that pour in over the far-flung distribution "telegraph" . . . from customers, retailers, wholesalers, saleamen.

In his thoroughly informed mind, customer reaction and company interests merge into plans for product improvement. That's where most packaging changes start.

But packaging changes aren't on a timetable. In your prospect companies they're likely to be proposed at any time . . . suddenly . . . in the secrecy of management conferences. That's why your company should be always in the sales executive's mind . . . as a possible nominee

The INSIDE TRACK to Management for companies selling such products and services as:

TRAVEL and COMMUNICATION PACKAGING MATERIALS AND PRODUCTS

PLANT and BRANCH LOCATIONS INSTITUTIONAL and

PUBLIC RELATIONS OBJECTIVES AUDIO-VISUAL SALES AIDS

BUSINESS GIFTS OFFICE EQUIPMENT and SYSTEMS

for the job . . . when a packaging change is first proposed.

SALES MANAGEMENT—the sales executives' magazine offers you an exclusive ap-

proach to the sales executives in companies likely to be making packaging news. With 61% of them a packaging change is now in process.*

No matter what vertical or trade magazine you may be using . . . in the food, drug. beverage, cosmetics fields, etc. . . . a schedule in SALES MANAGEMENT gives you the competitive edge at the pay-off pointwhere packaging changes originate and are okaved.

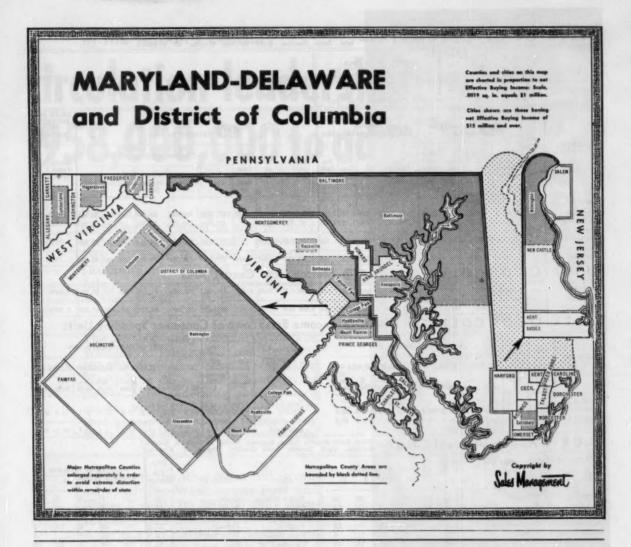
"A recent SM Survey

Sales Management

386 Fourth Avenue New York 16, N. Y.

333 N. Michigan Avenue, Chicago 1, III.

15 East de la Guerra, P. O. Box 419 Santa Barbara, Calif.



INDUSTRIAL SALES DATA FOR ALL COUNTIES

Industrial data for all counties—not just the leading 100—are available on IBM cards. Address Market Statistics, Inc., 432 Fourth Avenue, New York 16, N.Y. Phone MUrray Hill 4-3559.

Daily "home town paper" for TWO-THIRDS OF DELAWARE!

Dover is the capital of Delaware . . . and the DELAWARE STATE NEWS blankets this rich area where 25% of the population ring up 38% of the entire state sales! Contact any Julius Mathews office for details on this choice sales setting.

P.S. The Dover Air Force Base now registers a huge \$1,000,000 monthly payroll . . . and is still expanding!

Represented Nationally by THE JULIUS MATHEWS SPECIAL AGENCY INC.

DELAWARE STATE NEWS

Published Daily in DOVER, DELAWARE

			1	Pop.					1	1										-
City		County		(in thous.)	F	GM F	-	THE RESERVE AND PARTY.	D											
Washington,	Di	strict of								199										
D. C		Columbi	8	871.0	1,956	171	346	225	327											
		6	POPULA ES 1/1	TION TIMATE	S	EFF	INCOM	BUYIA ME NATES				0		SALES	1954			160	SALES ADVER INC	TIS-
COUNTIES	Metro			,			-		1		-				ORE OR	OHPS		-	-	-
CITIES	Area	Total	20	Fami-	Urban- ized	Not	1 %	Per	Per	Dellars	OZ.	Coun-	(la	thousands			000)		Runina	Qua
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou- sands)	Dolfars (add 600)	U.S.A		- Fam- ily	(add 900)	U.S.A.	ty Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Aut		Drug	Buying Power Index	ity In- dex
District of Columbia		671.0	. 9358	255.5	871.0	1,030,53	2 .72	80 2,1C	27,165	1,281,435	.8125	5,407	277,919	186,398	60,342	200	.000	0,956	.7154	134
▲Washington.	-	871.6	.8358	235.5		1,830,51	3 .72	50 2,10	2 7,165	1,381,435	.8125		277,919	186,398	60,349	209	668	30,956	.7154	134
Total Above Citie		871.0	.5359	285.5		1,830,5	2 .72	3,10	7,165	1,381,435	.8125		277,019	186,208	69,341	200	380,	10,956	.7184	134
State Total		871.	-		-	-		_	-	1,381 435	.8125	5,407	277,919	186,398	00,348	200	,888	10,959	.7154	134
DISTR	IC	TO	FC	DLI	JM	BIA	-	SM	Me	tropol	itan	Cour	nty A	rea						
Washington	156	1,706.3	1.0480	464.8	1501.4	3,676,86	6 1.46	41 2,15	6 7,584	2,000,417	1.2166	4,267	481,801	252,009	94,730	300	478	17,507	1.3070	125
Total of Area		1,705.3	1.0490	484.8	1501.4	3,676,80	5 1.46	41 2,18	6 6,584	2,008,417	1.2186	4,267	481,501	252,000	94,735	380	,478	17,597	1.3070	125
DISTR	IC	TO	FC	DLI	JM	BIA	-	SM	Inc	come B	reak	down	of C	onsun	ner S _l	pend	ding	Un	its	
		in-		NET	NCOMI	E GROUP	8, 1954		1			1	In-		NET IN	COME	GRO	UPS, 19	154	
COUNTIES CITIES	Total Con- sumer Units (thous.)	per Con- sumer Unit	\$3-2,484 % In Units con	96	00-3,900 % In-	%	% In-		% in-	COL	INTIES	Total Gon- sumer Units (thous.	come per Con- sumer Unit	\$0-2,486 % in Units cer	%	0-3,996 In- come	%	00-6,996 In-	-96	% in-
District of Columbia	370.0	4,936	25.9 7.	.5 25.1	5 17.6	29.1	12.1	9.5 4	-		Above	370.9	4,936		.5 25.5			32.1		
Washington	370.9	4,936	25.9 7.	5 25.	5 18.6	29.1	12.1	9.5 4	2.8	State	Total	370.9	4,936	25.0 7	.5 25.5	17.6	29.1	32.1	19.5	42.1
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City Bradenton Clearwater Coral Gables.	M:	anatee	* * * * * * *	17.5 23.9 23.8	51 62 28	10 7 9	32	26	12	Ocals		M	arion		20.2 13.4 63.3	5 60 153	6 27			
City Bradenton Clearwater Coral Gables. Daytona Beac	M: Pin Da	anatee		23.9 23.8 34.7	62 28 122	7 9 13	32 18 39	26 6 21	12	Ocals Orlar Palat	do	O	range		13.4 63.3 12.3	60 153 62	27 13	72	55 13	3
City Bradenton Clearwater Coral Gables. Daytona Beac	Ma Pin Da Vo	anatee		23.9 23.8 34.7 8.9	62 28 122 34	7 9 13 3	32 18 39 13	26 6 21 11	12 12 22 4	Ocals Orlar Palat Palm	do ka Beach	O	range utnam alm Bea	ch	13.4 63.3 12.3 4.4	60 153 62 21	27 13 3	72 8 13	55 13	3
City Bradenton Clearwater Coral Gables. Daytona Beaco De Land Fort Myers	Ma Pin Da Vo Vo	anatee		23.9 23.8 34.7 8.9 17.8	62 28 122 34 58	7 9 13 3	32 18 39 13 16	26 6 21 11 18	12 12 22 4 14	Ocals Oriar Palat Palm Pans	ka Beach	M O Pı	arion range utnam alm Bea	ch	13.4 63.3 12.3 4.4 35.3	60 153 62 21 86	27 13 3 19	72 8 13 16	55 13 21	3
City Bradenton Clearwater Coral Gables. Daytona Beac De Land Fort Myers. Fort Pierce.	Markh. Vo	anatee		23.9 23.8 34.7 8.9 17.8 18.2	62 28 122 34 58 48	7 9 13 3 7 6	32 18 39 13 16 12	26 6 21 11 18 17	12 12 22 4 14 5	Ocals Orlar Palat Palm Pana Penss	ka. Beach ma City	M O P P B B	range utnam alm Bea ay scambia	ch	13.4 63.3 12.3 4.4 35.3 48.2	60 153 62 21 86 197	27 13 3 19 9	72 8 13 16 30	55 13 21 32	1 2
City Bradenton Clearwater Coral Gables. Daytona Beac De Land Fort Myers Fort Pierce. Fort Lauderds	Ma Pin Da Vo Vo Le St.	anatee		23.9 23.8 34.7 8.9 17.8 18.2 57.4	62 28 122 34 58 48 102	7 9 13 3 7 6	32 18 39 13 16 12 58	26 6 21 11 18 17 52	12 12 22 4 14 5	Ocals Orlar Palat Palm Pans Penss Plant	Beach ma City coln	M. O. P. P. P. B. E. H.	arion range utnam alm Bea ay ucambia	ch	13.4 63.3 12.3 4.4 35.3 48.2 10.6	60 153 62 21 86 197 51	27 13 3 19 9 6	72 8 13 16 30 13	55 13 21 32 16	1 2
City Bradenton Clearwater Coral Gables. Daytona Beac De Land Fort Myers. Fort Pierce. Fort Lauderds Gainesville.	Market No. Vo	anatee		23.9 23.8 34.7 8.9 17.8 18.2 57.4 29.5	62 28 122 34 58 48 102 81	7 9 13 3 7 6 14	32 18 39 13 16 12 58 28	26 6 21 11 18 17 52 29	12 12 22 4 14 5 19 9	Ocals Orlar Palat Palm Pana Penss Plant Quine	ka Beach ma City coln City	MODEL PORTON	arion range utnam alm Bea ay ucambia illsborou adsden.	ch	13.4 63.3 12.3 4.4 35.3 48.2 10.6 7.8	60 153 62 21 86 197 51 39	27 13 3 19 9 6 5	72 8 13 16 30 13 12	55 13 21 32 16 11	1 2
City Bradenton Clearwater Coral Gables Daytona Beac De Land Fort Myers Fort Pierce Fort Lauderda Gainesville Hialeah	M: Pin Da bb. Vo Le St. Ale Do	anatee		23.9 23.8 34.7 8.9 17.8 18.2 57.4 29.5 35.3	62 28 122 34 58 48 102 81 23	7 9 13 3 7 6 14 6	32 18 39 13 16 12 58 28 3	26 6 21 11 18 17 52 29 3	12 12 22 4 14 5 19 9 5	Ocals Orlar Palat Palm Pana Pense Plant Quine Sanfe	Beach ma City coln City	MOO	range utnam alm Bea ay scambia illsborou adsden.eminole.	ch	13.4 63.3 12.3 4.4 35.3 48.2 10.6	60 153 62 21 86 197 51	27 13 3 19 9 6	72 8 13 16 30 13 12	55 13 21 32 16 11 14	1 2
City Bradenton. Clearwater. Coral Gables. Daytona Beac De Land. Fort Myers. Fort Pierce. Fort Lauderds Gainesville. Hialeah. Hollywood. Jacksonville.	Market No. 1	anatee nellas de lusia e Lucie achua de oward oward		23.9 23.8 34.7 8.9 17.8 18.2 57.4 29.5	62 28 122 34 58 48 102 81 23 54	7 9 13 3 7 6 14	32 18 39 13 16 12 58 28	26 6 21 11 18 17 52 29 3	12 12 22 4 14 5 19 9	Ocals Orlar Palat Palm Pana Pense Plant Quinc Sanfe Saras	Beach ma City icola City cy ota	MODEL PORTON	range utnam alm Bea ay scambia illsborou adsden. eminole. arasota	ch	13.4 63.3 12.3 4.4 35.3 48.2 10.6 7.8 13.0	60 153 62 21 86 197 51 39 65	27 13 3 19 9 6 5 8 7	72 8 13 16 30 13 12 11 26	55 13 21 32 16 11 14 25	1 2
City Bradenton Clearwater Coral Gables. Daytona Beac De Land. Fort Myers. Fort Pierce. Fort Lauderds Gainesville. Hialeah. Hollywood.	Market No. 1	anatee nellas de lusia e Lucie achua de oward oward		23.9 23.8 34.7 8.9 17.8 18.2 57.4 29.5 35.3 22.0	62 28 122 34 58 48 102 81 23 54	7 9 13 3 7 6 14 6	32 18 39 13 16 12 58 28 3 17	26 6 21 11 18 17 52 29 3	12 12 22 4 14 5 19 9 5 6	Ocals Orlar Palat Palm Pana Penss Plant Quins Sanfo Saras St. A	beach ma City coln	MOOD ON Property Back See See See See Prig Prig Prince Pri	arion range utnam alm Bea ay scambia illsborou adsden. eminole. arasota. Johns. nellas.	ch	13.4 63.3 12.3 4.4 35.3 48.2 10.6 7.8 13.0 23.3	60 153 62 21 86 197 51 39 65 72	27 13 3 19 9 6 5 8 7 8 32	72 8 13 16 30 13 12 11 26 18 88	55 13 21 32 16 11 14 25 17 62	1 2 1 1 1 3
City Bradenton. Clearwater. Coral Gabies. Daytona Beac De Land. Fort Myers. Fort Pierce. Fort Lauderds Gainesville. Hialeah. Hollywood. Jacksonville. Key West Lake City.	Min Pin Da	anatee nellas de lusia e Lucie achua achua de oward aval ouroe		23.9 23.8 34.7 8.9 17.8 18.2 57.4 29.5 35.3 22.0 222.4 32.6 8.6	62 28 122 34 58 48 102 81 23 54 679 56 46	7 9 13 3 7 6 14 6 3 6 79 7	32 18 39 13 16 12 58 28 3 17 138 14 8	26 6 21 11 18 17 52 29 3 10 97 5	12 12 22 4 14 5 19 9 5 6 134 12 7	Ocals Orlar Palat Palat Pana Pana Pense Plant Quine Sanfe Saras St. A St. P Talla	dokaBeach.ma City.colnCitycycycyugustinetersburhassee.	MOON ON POOR POOR POOR POOR POOR POOR POO	larion range utnam alm Bea ay scambia illsborou adsden. eminole, arasota Johns. nellas	ch	13.4 63.3 12.3 4.4 35.3 48.2 10.6 7.8 13.0 23.3 16.4 129.0 40.1	60 153 62 21 86 197 51 39 65 72 58 231 113	27 13 3 19 9 6 5 8 7 8 32 15	72 8 13 16 30 13 12 11 26 18 88 19	55 13 21 32 16 11 14 25 17 62 22	1 2 1 1 1 3 1
City Bradenton. Clearwater. Coral Gables. Daytona Beac De Land. Fort Myers. Fort Pierce. Fort Lauderds Gainesville. Hialeab. Hollywood. Jacksonville. Key West. Lake City. Lake Worth.	Minimum Minimu	anatee nellas de lusia e Eucie oward achua oward oward oval out lusia out oward out	h	23.9 23.8 34.7 8.9 17.8 18.2 57.4 29.5 35.3 22.0 222.4 32.6 8.6 15.0	62 28 122 34 58 48 102 81 23 54 679 56 46 37	7 9 13 3 7 6 14 6 3 6 70 7 9 8	32 18 39 13 16 12 58 28 3 17 138 14 8 18	26 6 21 11 18 17 52 29 3 10 97 5 15	12 12 22 4 14 5 19 9 5 6 134 12 7	Ocals Orlar Palat Palm Pans Pense Plant Quine Sante Saras St. A St. P Talla	Beach ma City cola City ord ugustin etersbuchassee.	MOON ON Property Barrier Barri	darion range utnam alm Bea ay ncambia illsborou adsden arasota Johns. nellas	ch	13.4 63.3 12.3 4.4 35.3 48.2 10.6 7.8 13.0 23.3 16.4 129.0 40.1 222.6	60 153 62 21 86 197 51 39 65 72 58 231	27 13 3 19 9 6 5 8 7 8 32	72 8 13 16 30 13 12 11 26 18 88 19	55 13 21 32 16 11 14 25 17 62 22	1 2 1 1 1 3 1 7
City Bradenton. Clearwater. Coral Gabies. Daytona Beac De Land Fort Myers. Fort Pierce. Fort Lauderds Gainesville. Hialeah. Hollywood. Jacksonville. Key West Lake City	Min Pin Da	anatee nellas de dusis lusis lusis c Lucie oward oward oward out .	h	23.9 23.8 34.7 8.9 17.8 18.2 57.4 29.5 35.3 22.0 222.4 32.6 8.6	62 28 122 34 58 48 102 81 23 54 679 56 46 37	7 9 13 3 7 6 14 6 3 6 79 7	32 18 39 13 16 12 58 28 3 17 138 14 8 18 31	26 6 21 11 18 17 52 29 3 10 97 5	12 12 22 4 14 5 19 9 5 6 134 12 7	Ocals Orlar Palar Palar Pana Pense Plant Quin Sanfe Saras St. A St. P Talla Tamj Warr	dokaBeach.ma City.colaCitycyvrdotaugustinetersbuihassee	MOOD POOR POOR POOR POOR POOR POOR POOR P	larion range utnam alm Bea ay scambia illsborou adsden arasota Johns nellas illsborou scambia	ch	13.4 63.3 12.3 4.4 35.3 48.2 10.6 7.8 13.0 23.3 16.4 129.0 40.1	60 153 62 21 86 197 51 39 65 72 58 231 113	27 13 3 19 9 6 5 8 7 8 32 15	72 8 13 16 30 13 12 11 26 18 88 19 113	55 13 21 32 16 11 14 25 17 62 22 105	1 1 1 3 1

New Feature at End of Each State

Immediately following the metropolitan areas at the end of each state you will find a new table that breaks down the consumer spending units for counties and cities in the state . . . by these income brackets: \$0-\$2,499; \$2,500-\$3,999; \$4,000-\$6,999; over \$7,000.

© SM, 1955.

in the nation's capital

circulation leadership worth \$958,000,000 to advertisers

\$958,000,000 is a big market to any advertiser—it's equal in size to many well-known U.S. cities such as Kansas City, Missouri. It is even bigger than Indianapolis, Newark, Columbus, Atlanta . . . bigger than twenty-eight of America's top 50 cities.*

The 380,000 daily circulation of The Washington Post and Times Herald is 130,000 more than that of any other Washington daily. In terms of buying power, this leadership represents a market worth \$958,000,000†—a market that cannot be reached through any other single newspaper in Washington.

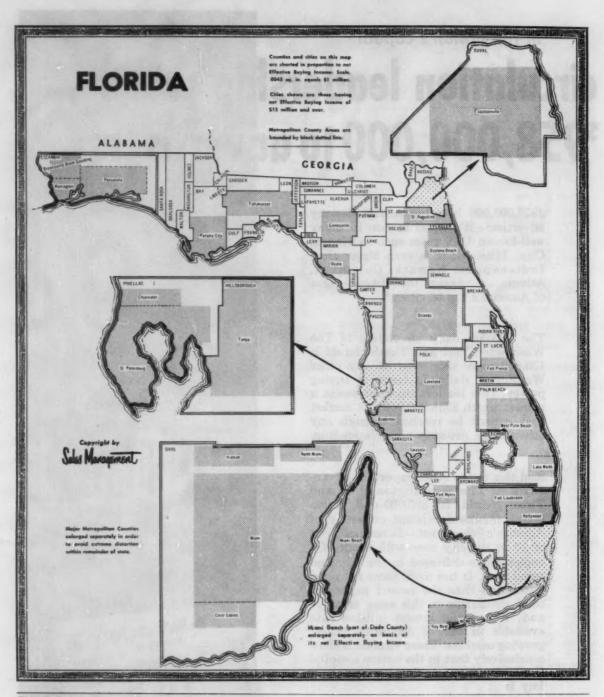
Add this to the other important advantages of The Washington Post and Times Herald. Its 380,000 daily circulation means dominant coverage of America's 7th market—It reaches 7 out of 10 in the city zone with 3 out of 4 copies home delivered in the city and retail zone. It has more home delivered circulation than the second paper has total circulation in this same area . . . and, it has the lowest milline rate available in one of America's fastest growing markets. These vital facts show conclusively that in the nation's capital the basic, most profitable advertising buy is . . .

The Washington Post and Times Herald

Washington's Favorite Home Newspaper

Represented by: Sawyer, Ferguson, Walker Company—The Hal Winter Company, Miami Beach—Puck, The Comic Weekly—Joshua Powers Co., Ltd., London

- * Sales Management Survey of buying power
- † based on per family net income S. M.



FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

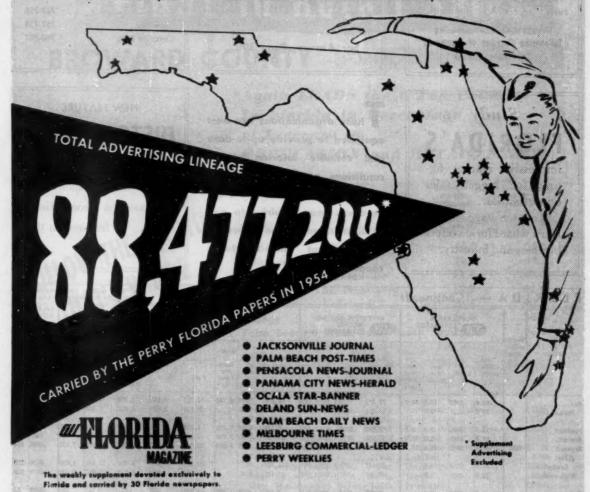
	Matro-	O O	POPULA ES 1/	ATION TIMATI	ES	607A	TIVE B	E		1111	10	0	777	L SALES	-1954	ne)	31	ADVERTING CONTR	TIS-
COUNTIES	politan Area	Total	8	Fami-	Urban- ized	Net	8	Per	Per	Dellara	~	Caun-	(h		ORE GRO		ro V	Buying	Oual
		(thou- eands)	U.S.A.	(thou- canda)	Pepu- intion (thou- sands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- dex
Ainchus		67.4 29.5 6.7		18.9 7.7 1.4	32.3	73,275 41,971 4,098		1,423	4,336 5,451 2,927	53,510 43,068 2,868	.0253	3,186	14,014 9,857 844	2,611 3,100 29	2,501 3,390 82	12,782 11,109 1,073	1,847 1,857 75	.0323 .0196 .0021	108

O SM, 1955.

Before using these figures, see explanation page 11

Perry Newspapers Cover MORE OF THE GROWING FLORIDA MARKET

(HOME TOWN READERSHIP BRINGS BEST RESULTS)



The Derry

FLORIDA NEWSPAPERS

JOHN H. PERRY ASSOCIATES

19 West 44th St. NEW YORK 17, N. Y 122 So. Michigan Ave CHICAGO 3, ILL Room 7, 268 General Mators Bldg. DETROIT, MICH. 12 South 12th St. PHILADELPHIA 7, PA

708, Glenn Bidg. ATLANTA 3, GA.

5 Third St. SAN FRANCISCO 3, CAL. 9538 Brighton Way BEVERLY HILLS, CAL.

The Capital City of Fabulous Florida

TALLAHASSEE

All of the "plus factors" for fruitful productive living . . . as well as the necessary factors (sites — labor — market — transportation) await manufacturers interested in the South.

INVESTIGATE by contacting Tallahassee Chamber of Commerce Tallahassee, Florida What fast-growing southeastern industrial and commercial city has the best location to serve all Southeastern markets including the rich, expanding FLORIDA MAR-KET?

See Answer, Page 300

IN THIS ISSUE

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Soles, Construction Metropolitan Areas	91-119
Leading Counties	
County-City Section	
Territories	
Canadian Data	760-807

Study FLORIDA'S

impressive market figures for bigger sales opportunities.

And see Page 303 to learn what Florida offers business and industry.

These organizations are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in these cities, or the state or area. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

NEW FEATURE

DISTORT MAPS

See page 223 for explanation of the new state maps ... based on income distribution ... featured in this issue.

The "SM" symbols mark original, exclu-

FLORIDA - (Continued)

1	Metro-		POPUL/ ES 1/	TIMATI	ES	(40/7A	TIVE B					0	777	L SALES	-1954			ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	-	Fami-	Urban- ized	Not	œ.	Per	Per	Deliars	œ	Gaun-	(ir		TORE GRO			Buying	Qua
Bay	(thou- pands)	U.S.A.	lies (thou- sands)	Population (thou-sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- lly	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- dex	
	1	88.4 35.3	.0402	17.5		77,432 42,214			4,425 4,264	48,506 41,788	.0286		13,325 10,266	3,846 3,422	2,706 2,403	7,865 7,508	1,896 1,831	.0321	
Bradford	195	13.0 27.3 148.3	.0168	8.8	3.6 13.0 116.3	9,832 30,719 218,304		707 1,125 1,473	Section 1	7,748 23,762 186,565	.0140	2,279 2,700 4,088	2,828 7,620 42,178	316 647 10,679	500 1,282 13,187	2,088 3,661 31,965	130 734 7,182	.0066 .0137 .0948	82
Lauderdale Hellywood		87.4 22.0		19.2 7.8		93,488 37,037		1,629 1,684	4,869 4,938	115,173 41,411	.0677		21,894 13,456	9,846 480	8,870 2,693	27,641 2,907	4,093 2,102	.0460	-
Calheun Charlette Citrus	2	8.7 4.8 8.2	.0030	2.2 1.6 1.7		5,130 4,716 5,462	.0020 .0019 .0022	903	2,332 2,948 3,213	3,000 1,768 4,630	.0022	1,809 2,353 2,724	1,256 1,177 1,406	808 249 146	241 248 48	619 315 425	100 128 226	.0028 .0022 .0027	73
Glay		19.9 8.1 19.9 8.6	.0050	2.8	8.6	19,196 9,323 17,681 9,906	.0037	1,181	4,005 3,729 3,461 3,810	8,468 4,489 14,671 13,184	.0050 ,0026 .0006 .0078	1,796	3,022 1,121 3,778 8,166	451 276 1,067 960	170 206 795 795	1,650 3,240 3,240	343 138 382 318	.077 .0037 .0085 .0064	89

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

FIRST in Population!

FIRST in Retail Sales*!

BROWARD COUNTY

FORT LAUDERDALE, FLORIDA

*Again LEADS the 8 Top Counties In Florida in Percentage of Increase in POPULATION and RETAIL SALES

FOLLOW THE CROWD THAT'S WHERE THE MONEY IS!

COUNTY	CITY	Population Increase 1950-1955 % Change	Retail Sales Increase 1948-1955 % Change
BROWARD	FT. LAUDERDALE	76.8	97.4
Dade	Miami	44.0	64.5
Hillsborough	Tampa	18.6	44.3
Duval	Jacksonville	23.0	43.0
Pinellas	St. Petersburg	38.7	62.4
Polk	Lakeland	23.6	40.6
Orange	Orlando	34,9	56.8
Palm Beach	West Palm Beach	26.7	46.2

Among 233 Metropolitan Areas, Standard and Potential in the U. S., FORT LAUDERDALE Ranks

Population	Automotive Sales
Families	Drug Sales93rd
Total Income	Eating-Drinking Places 88th
Per Capita Income165th	Apparel112th
Per Family Income 185th	Gasoline Service Stations. 115th
Total Retail Sales	Lumber
Per Family Retail Sales 61st	Hardware 104th
Food Sales	Liquor95th
Gen. Merchandise Sales 186th	Jewelry183rd
FurnH'hold-Radio Sales 105th	•••••

DAILY ABC PUBLISHER'S STATEMENT % Change

March 1950 March 1954

1950-1954 85.6

14,838

27,535

Represented by:-BURKE, KUIPERS & MAHONEY, INC.

In Florida:-PUBLISHER'S REPRESENTATIVE OF FLORIDA Jacksonville, Florida



- Population 1,045,500 up 103,600
- Effective Buying Income \$1,746,807,000 up \$128,986,000
- Retail Sales

\$1,356,490,000

up \$109,138,000

*WIOD's 4 County Market Includes

DADE — Miami BROWARD — Fort Lauderdale PALM BEACH — Palm Beach MONROE — Key West Sales Management estimates for January 1, 1955 prove again that Southeast Florida is one of the important markets in the Nation.

Fantastic population growth based on a climate sent from heaven, and industry's and trade's appreciation of its strategic location, give Miami and its surrounding area a future unlimited.

Get in this market NOW — STAY IN — Profit in it—with the station that has covered it for 29 years! Ask your Hollingbery man for facts.

National Rep., George P. Hollingbery Co.



FLORIDA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

3.0	Metro-	O O		TION TIMATI	ES	ACT A	TIVE B			- 100	Bary	0	277	L SALES	1954	70	H	SALES ADVER ING CONTR	TIS-
CITIES	politan Area	Total	*	Fami-	Urban- ized	Net	*	Per	Per	Dollars	%	Ceun-	(in	FIVE ST	ORE GRO		1	Buying	Ouni
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou-sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Saler Per Fam- ily	Food	General Mdse.	Furn Hadeo- fladio	Auto- mative	Drug	Power	ity In- dex
Dade	90	712.7	.4384	219.6	081.3	1,271,313	.5082	1,784	5,789	986,923	.5622	4.353	193,077	81,413	60,434	162,137	47,134	.8095	116
▲Miami		293.7	.1807	94.8		518,566	.2065	1,766	5,470	622,714	.3662		117,143	69,315	46,961	130,810	29,029	.2493	138
Miami Beach.		88.6	.0342	10.0		145,932	.0581	2,625	7,333	168,913	.0094		26,517	6,608	6,109	7,050	9,919	.0657	192
Coral Gables		23.8	.0146	7.6	San P	59,629	.0237	2,505	7,846	40,573	.0238	1	12,650	1,166	2,093	2,816	2,815	.0219	150
Hialeah		35.3	.0217	10.2	port	50,800	.0202	1,439	4,980	11,044	.0065		2.747	205	386	243	503	.0164	76
North Miami		20.2	.0124	6.2	0.00	32,623	.0130	1,615	5,262	4,954	.0029		681	76	652	89	473	.0099	80

A and A See and of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

Not a REview . . . but a PREview

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGE-MENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between Surveys, "High-Spot Cities" alerts you to changes in the making . . . each month.

The POWER of The News

*Today, a population of 900,200 makes MIAMI'S Retail Trading Zone a rich and sales-productive market.

*91% ... of The News' daily circulation is concentrated among the able-to-buy, stable families living in Miami's Retail Trading Zone.

*85% ... of The News' Sunday circulation is concentrated in this same rich area.

Florida's fast-growing Miami Daily News, in fast-growing Miami, gained more than 3,000,000 lines of advertising in less than 3 years, (1952 through 1954).

*Sources: ABC Publishers' Statement and Sales Management.



MIAMI DAILY NEWS

NATIONALLY REPRESENTED BY . . . SAWYER-FERGUSON-WALKER COMPANY Atlanta, Chicago, Detroit, Los Angeles, New York, Philadelphia, San Francisco

If you plan to distribute in the Southeast, you'll find

JACKSONVILLE

your best location

With Florida's amazing market growth, Jacksonville has become the best distribution center for covering the southeastern area.

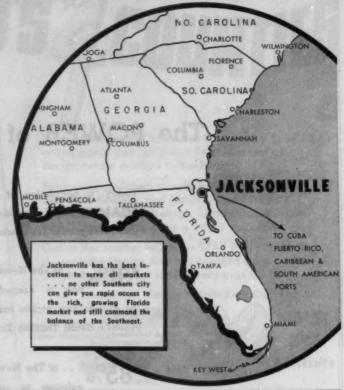
Look at the map and see for yours:lf. Location-ideal!

Jacksonville's industrial transportation and commercial facilities are in step with Jacksonville's and Florida's population growth . . . 34-foot channel to the ocean, Intracoastal Canal, \$35,000,000 electric plant expansion, \$55,000,000 expressway-bridge construction, 4 Class 1 railroads, 14 motor freight lines, 4 major airlines, 51 steamship lines, new office buildings, warehouses, ample housing and manpower, excellent school system, wonderful year-round climate.

For the "JACKSONVILLE STORY" giving solid economic facts about Jacksonville or for a confidential, personalized report on Jacksonville's advantages for your plant, branch plant or warehouse, write:

The CITY of JACKSONVILLE, Florida

THE COMMITTEE OF ONE HUNDRED
Jacksonville Chamber of Commerce
227-D West Forsyth Street
Phone EL 3-6161 — Jacksonville, Florida



F	L	0	R	1	D	A	_	(Continu	ed)
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

	Metro-	0	POPULA ES 1/1		ES	AUTA I	TIVE BI					•	277	SALES	1954			SALES ADVER INC CONTR	TIS
COUNTIES	politan Area		96	Fami-	Urban-	Not	95	Por	Por	Dollars		Coun-	(le		of dollars			Buying	Qual
		(thou- sends)	U.S.A.	ties (thou- sants)	Population (thou- eands)	Dollars (add 800)	u.s.A.	Cap- ita	Fam- liy	(add 600)	of U.S.A.	Sales Per- Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- mative	Drug	Power	in- dex
De Sete		10.7		2.7		9,218 2,286	.0037		3,414 2,858	6,773 2,000		2,509	2,182 559	213	209 120	1,237 494	310 49	.0043 .0013	
Duval	00	374.0 222.4		105.5	309.7	518,561 316,313			4,915 4,919	388,981 353,684	.2287	3,886	94,996 80,463	40,540 39,705	20,588		14,733 18,831	.2178 .1528	

A and A See end of state for SM Metropolitan County Areas.

© SM. 1955.

Before using these figures, see explanation page 11.

IF YOUR PRODUCT HAS CHRISTMAS-GIFT APPEAL

don't overlook the big possibilities in the multi-million dollar gift practices of the nation's business concerns. SALES MANAGEMENT'S September 10 issue—"When a Corporation Says 'Merry Christmas' "—offers you an exclusive approach to the men in these companies who chiefly determine how much will be spent and what items will be chosen. Full details from:

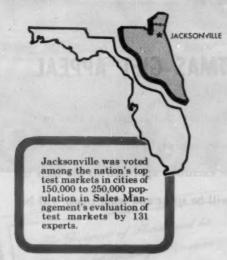
SALES MANAGEMENT

386 Fourth Avenue, New York 16, N. Y.



90 Years of Dominance of the Market of

JACKSONVILLE PLUS



In the billion-dollar market of Jacksonville PLUS the Florida Times-Union is the dominant advertising medium. During its 90 years of public service the Times-Union's vigor has grown with age.

Times-Union advertisers enjoy remarkable coverage of this billion-dollar segment of Florida's surging market ... 85% family coverage in Duval County (Jacksonville), more than 50% family coverage in three counties, above 20% in 26 counties and above 10% in 37 Florida and three Georgia counties.

Take advantage of the Times-Union's marketing vigor...aim for the PLUSSES in the market of Jacksonville PLUS.

The Florida Times-Union

JACKSONVILLE, FLORIDA

Represented Nationally by REYNOLDS FITZGERALD, Inc.

Offices in: New York — Chicago — Syracuse — Detroit — Philadelphia — San Francisco — Seattle — Los Angeles — Atlante

MAY 10, 1955

301

	Metro	0		TION TIMATI	ES	A COURT	TIVE B	-	-			0	777	SALES	1984			ADVER ING	TIS-
CITIES	politan Area	Total	%	Fami-	Urban- ized	Not	% of	Por	Per	Dellara	%	Goun- ty	(ir		ORE GRO			Buying	Oua
		(thou- sands)	U.S.A.	(thou- sands)	Population (thou- sands)	Dellars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- dea
Escambia	215	143.1	.0880	38.1	99.8	171,231	.0681	1,197	4,494	114,096	.0671	2,995	28,770	10,173	4,810	29,225	3,865	.0718	8
△Penmoola		48.2	.0296	14.2		59,902	.0239	1,243	4,218	85,334	.0502		16,553	7,690	3,447	25,642	2,832	.0329	11
Warrington		16.4	.0101	4.8		22,446	.0089	1,369	4,676	5,707	.0034		2,513					.0075	7
Flagier		3.8	.0024	1.1	****	3,383	.0014		3,075	2,619	.0016	2,381	658	78	73	214	47	.0017	7
Franklin		6.3	.0038	1.8		5,000	.0020		2,778	2,483	.0014	1,379	1,186	86	105	312	129	.0022	8
Gadeden		41.2	.0264	8.2		24,134	.0096		2,943	20,837	.0123	2,541	4,953	2,132	1,329	8,382	409	.0135	5
Quincy		7.8	.0048	2.4		7,802	.0031	1,000	3,251	12,264	.0072		3,048	604	970	3,457	358	.0047	9
Gilchrist		3.5	.0021	.7		1,988	.0006		2,840	1,879	.0011	- came	458	109	45	133	67	.0012	8
Glades		2.4	.0015	.8		2,200	.0000		3,667	1,350	.0008	1	322	70	31		70	.0010	8
Gulf		8.1	.0060	2.2		7,230	.0028		3,286	5,962	.0035	0.00000	1,606	804	438	1,620	230	.0034	-
Hamilton		9.1	.0056	2.2	****	6,318	.0021		2,417	3,740	.3022	1,700	1,167	619	120	581	121	.0029	8
Hardes		10.7	.0066	2.9		9,234	.0037		3,184	7,971	.0047		2,133	278	158	1,405	223	.0045	
Hendry		8.7	.0041	1.8	2000	8,227			4,571	6,835	.0040		1,240	946	360	1,823	93	.0037	
Hernande		7.2	.0044	2.0		6,662	.0027		3,331	5,486	.0032		1,489	80	104	1,742	170	.0032	
Highlands		17.8		5.2	12.6	19,034			3,680	12,049	.0071	2,317	4,153	373	572	2,281	418	.0000	
Hillsborough		295.5			287.9	360,644			4,141	304,384	.1790	3,495	71,932	37,014	17,045	58,584	10,433	.1820	
ATampa		222.6		69.4		292,502			4,215	280,494	.1649		81,317	35,679	15,595	53,922	9,760	.1351	9
Plant City		10.6		3.2		11,194			3,498	18,514	.0109		4,435	885	1,104	3,921	573	.0068	
Holmes		14.2	.0088	3.3	****	7,921	.0032	-	2,400	3,733	.0022		996	407	129	619	137	.0040	4
Indian River		15.0	.0092	4.4	8.1	18,030	.0084	1,000	3,643	13,065	.0077	2,969	4,008	495	883	1,835	543	.0074	
Jackson		37.2		8.9	6.4	23,418	.0083		2,631	18,501	.0100	2,079	4,010	2,703	585	5,644	481	.0125	5
Jefferson		10.6		2.6		6,118	.0024		2,363	4,386	.0026	1,688	1,573	346	213	849	116	.0033	
Lafayette		3.2	.0020	.7	****	1,886	,0008		2,694	1,401	.0008		447	45	36	110	100	.0010	0
Lake		43.7	.0269	12.8		45,795	.0182	1,048	3,578	32,077	.0181	2,586	9,142	2,118	1,006	5,337	1,316	.0202	7
Lee,		30.9		9,4	18.0	37,787			4,020	33,448			8,323	3,614	1,723	6,963	1,251	.0172	9
Fort Myers		17.8		5.6		23,405			4,179	30,048	.0177		6,959	3,035	1,723	6,283	1,006	.0121	
Leen		65.9	200,000	16.1	-	80,143			4,978	49,752			11,703	4,359	2,792		1,638	.0328	
Tallabasses		40.1	.0247	10.9		57,206			5,248	46,827	.0275		10,126	4,087	2,224	9,832	1,638	.0246	10
Lavy		10.9		2.9		7,815			2,698	5,348			1,782	273	269	748	154	.0039	8
Liberty		3.7	.0023	1.1		2,389	.0000	848	2,172	1,188	.0006	1,000	344	88	48			.0011	4

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955

Before using these figures, see explanation page 11

IF YOUR PRODUCT HAS CHRISTMAS-GIFT APPEAL

don't overlook the big possibilities in the multi-million dollar gift practices of the nation's business concerns. Sales Management's September 10 issue—"When a Corporation Says 'Merry Christmas' "—offers you an exclusive approach to the men in these companies who chiefly determine how much will be spent and what items will be chosen. Full details from:

SALES MANAGEMENT

386 Fourth Avenue, New York 16, N. Y.





Sunny Magic Extends to Business and Industry, Too!

It's great to be in Florida for vacation. But it's greater to LIVE and make your living in Florida. Florida's sunny tax climate and strategic geographic location in relation to expanding U.S. and Latin-American markets permit business and industry to grow and prosper.

Most types of industry and business can find a happy, sunny home in Florida with sun-blessed living for workers and executives. Florida has manpower— 2,629 new residents moving here from other states every week. Florida has power. Florida has abundant water. Florida has a tax structure exceedingly favorable to business and industry. In short, Florida has what you need!

To find out how well qualified Florida is for the site of your new plant, branch plant, office or warehouse, write State of Florida, Industrial Development Division, 3418A Caldwell Building, Tallahassee, Florida, for the NEW FREE FLORIDA INFORMATION KIT. It's file-size and contains separate folders factually and accurately written, on the following aspects of Florida:

MARKET · NATURAL RESOURCES
EDUCATION & CULTURE · POWER
RESEARCH · HEALTH & CLIMATE
GOVERNMENT & TAXES · WATER
LABOR · TRANSPORTATION



Plan national sales conventions, sales conferences and state and regional meetings for Florida. Exceptional facilities for any type of meeting. Get double value... successful meetings in delightful surroundings plus colorful recreational activities.

The Governor of Florida and his
Council for Industry & Commerce
cordially invite you to investigate
the special opportunities
Horida offers Industry

do better in Florida



FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-		POPULA ES 1/	ATION TIMATI	ES	COTA.	TIVE B			N. S.		O	777	SALES IMATES	-1954			SALES ADVER INC CONTR	T18-
COUNTIES	politan Area	Total		Fami-	Urban-	Not		Per	Per	Dellars	œ.	Goun-	(lir		TORE GRO			Buying	Oual-
	- 41	(thou- ausds)	U.S.A.	liea (thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	% of U.S.A.	Sales Per Fam- ily	Food .	General Mdee.	Furn Hause- Radio	Auto- motive	Drug	Power Index	ity In- dex
Madison		14.0	.0086	3.3	3.1	7,718	.0031	551	2,339	5,361	.0032	1,625	1,949	205	390	1,131	185	.0042	49
Manatee		41.9	.0258	13.0	21.7	48,713	.0182	1,091	3,516	38,745	.0216	2,827	10,206	3,726	1,797	6,395	1,417	.0207	89
Bradenton	100	17.5	.0108	5.9	522 11.0	22,595	.0000	1,291	3,830	26,155	.0154		6,886	3,254	1,425	5,965	1,126	.0113	105
Marion		44.1	.0271	12.5	13.4	41,483	.0165	941	3,319	42,030	.0247	3,362	9,631	2,834	2,053	10,117	1,205	.0211	78
Ocala	100	13.4	.0082	4.1		15,976	.0064	1,192	3,897	33,612	.0196		6,177	1,800	1,983	9,153	1,005	.0108	132
Martin	136	8.9	.0055	2.8	3.4	8,878	.0038	987	3,170	7,452	.0044	2,861	2,662	213	397	813	295	.0042	78
Monroe		30.2	.0241	10.8	35.1	57,969	.0231	1,479	5,380	25,089	.0154	2,416	8,123	1,372	1,447	2,057	1,009	.0210	87
Key West		32.6	.0201	9.6		47,320	.0188	1,452	4,929	23,058	.0136	-	7,625	1,010	1,446	1,985	843	.0175	87
Nassay		14.9	.0001	3.7	5.2	12,614	.0050	847	3,409	10,143	.0059	2,741	2,911	723	586	1,542	243	.9061	87
Okalossa		30.5	.0243	8.8	7.3	42,358	.0168	1.072	4,813	18,310	.0000	1,883	4,687	786	1.081	3,531	605	.0162	67
Okeechobee		3.8	.0024	1.0		3,179	.0013	837	3,179	2,789		2,769	816	84	57	588	70	.0016	67
Orange	104	185.1	.0954	47.3	105.2	211,751	.0843	1,388	4,477	187,840	.0000	3,544	37,953	19,938	9,916	35,671	8,434	.0908	98
▲Orlando		63.3	.0389	20.6	100	99,322	.0095	1,860	4,821	133,263	.0784		24,289	18,567	8,270	34,062	5,094	.0511	131
Oscools		12.8	.0079	4.3	8.3	12,299	.0019	960	2,858	10,172	.0000	2,366	3,481	285	723	1,475	310	.0068	73

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

EST. 1936

"The most influential voice of the Palm Beaches"

3rd LARGEST CITY on the famous Florida gold coast

TRADING AREA-206,000 -plus a bonus tourist population year around

WJNO easily leads in total morning, afternoon and evening

WJNO Radio is a 19-year-old Habit in the Palm Beaches!

ONLW WEST PALM BEACH, FLORIDA

QUALITY OF MARKET INDEX

139 *



EFFECTIVE BUYING INCOME \$190,341,000.00

RETAIL SALES \$186,994,000

C:TY OF WEST PALM BEACH BUILDING PERMITS 1954 * \$15,088,662. UP \$724,824

OVER 1953

Represented Nationally by Robert Meeker Associates Southeastern: James S. Ayres Co.





Orange Blossom's FLORIDA MAGAZINE ORLANDO, FLORIDA 500 Million \$

OPEN THE DOOR TO THE ORANGE BLOSSOM TRAIL COUNTRY BIG BOY

Come on in and get your share of 500 million \$ in retail sales by Central Florida's 400,000 population.

There's Only One Door!

That's Orlando Sentinel or Orlando Sentinel's Florida Magazine-a 20 page standard size section in color, locally edited, locally printed. No patent insides or boiler plate for us. No New York editors for us.

We print garden and flower news for Floridians; written by Floridians. We print pictures and stories of Florida homes and interiors. We print pictures of Florida orange groves and Florida cattle ranches for Florida readers of our Florida Magazine.

Look at this circulation break-down*, big boy, and see Orlando Sentinel's Florida Magazine lead of almost three-to-one over all three other supplements, the American Weekly, Parade and This Week, in our five closest counties and our Florida Magazine lead of almost two-to-one in eight counties:

Orlando Sentinel's FLORIDA MAGAZINE (5 counties)	58,139
Miami Herald's AMERICAN WEEKLY (5 counfies)	8,137
Miami News' THIS WEEK MAGAZINE (5 counties)	2,179
Jacksonville Times-Union's THIS WEEK MAGAZINE (5 counties)	6,181
St. Petersburg Times' PARADE (5 counties)	77
Tampa Tribune (no Magazine) (5 counties)	3,358

*Source: ABC March 31, 1954

Wake up to Florida and Orlando and Orlando Sentinel's big home-edited, home-printed big page Florida Magazine.

Yes, Florida Magazine can give you ROP color.

ORLANDO SENTINEL-STAR

MARTIN ANDERSEN-Editor, Owner, Ad Writer & Galley Boy

ORLANDO, FLORIDA

NAT. REP. BURKE, KUIPERS & MAHONEY

GROWING... GROWING... GROWING!

GREATER

PALM BEACH

CORPORATE AREA

POPULATION

is now

67,505* (1950 U.S. CENSUS

CORPORATE AREA 67,505 POPULATION

comprising WEST PALM BEACH and contiguous communities as compiled by Standard Rate & Data Service

Represented by JOHN H. PERRY ASSOCIATES

PALM BEACH POST & TIMES

FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

	Matro			TIMATI 1/85	ES	6011	TIVE B					0	277	L SALES	-1954	Total S		SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	% of	Fami-	Urban-	Net	% of	Per	Per	Dollars	N. O.	Coun-	(lin		ORE GRO			Buyina	Qual
		(thou- sands)	U.S.A.	(thou- sands)	Popu- lation (thou- sands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S. 1.	Sales Per Fam- lly	Food	General Moles.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Paim Beach	229	145.3	.0003	48.0	111.8	199,131	.0793	1,370	4,320	187,913	.1195	4,005	40,354	11,937	13,125	38,184	6,181	.0907	102
Beach		53.8	.0331	17.8		77.311	.0008	1.437	4,348	113.768	.0009		20,436	9,985	7,704	82.674	3,453	.0421	127
Palm Beach		4.4	.0027	1.3		16,556			12738	15,769	.0093	000	2,042	558	1,689	00,000	395	.0066	
Lake Worth		15.0	100000	5.1		21,123			4.142	16,325	.0096		6,345	491	1,495	379	789	.0089	1
Fascs		25.9	.0160	7.7	4.8	24,464	.6098	945	3,177	14,802	.0086	1,800	5,301	365	1,023	2,071	450	.0106	66
Pinellas	147	220.8	.1368	77.4	194.0	329,881	.1313	1,494	4,262	249,396	.1467	3,222	44,826	41,885	13,673	39,148	7,933	.1389	101
burg		129.0	.0794	48.5		203,418	.0810	1,577	4,194	183,776	.1081	212	26,131	39,158	9,921	28,010	5,573	.0888	112
Clearwater		23.9	.0147	8.3	3	39,216	.0156	1,641	4,725	36,277	.0213		8,414	2,351	2,847	9,280	1,240	.0171	116
Polk		153.3	.0943	43.4	84.5	179,002	.0713	1,188	4,108	118,700	.0696	2,723	34,753	7,861	7,838	28,580	4,270	.0784	80
Lakeland		37.0	.0228	12.0		54,696			4,558	82,192	.0307		11,572	4,365	3,342	13,787	1,788	.0247	
Winter Haven.		9.7		3.3		13,435		28224	4,071	20,774	.0122		4,897	1,068	1,245	5,456	658	.0075	1
Putnam		28.0		7.1		26,784			3,434	21,896	.0129	2,887	5,828	1,438	1,063	5,474	465	.0127	
Palatka		12.3	.0076	3.4	1	13,610	.0054	1,107	4,003	17,299	.0102	200	8,930	1,304	774	4,744	348	.0073	96
St. Johns		28.0	.0178	8.3	16.4	32,682	.0130	1,131	3,935	24,583	.0144	2,962	8,209	781	905	5,296	1,088	.0144	81
St. Augustine		16.4		5.3		20,231			3,817	21,921	.0129		7,317	693	905	4,739	904	.0099	1
St. Lucie		30.8	1		20.9	36,493	200,000		4,293	28,796		3,388	7,378	1,800	1,400	6,641	435	.0161	85
Fort Pierce		18.2	20000			22,960			4,332	27,286	.0160		6,643	1,286	1,400	6,272	435	.0116	
Santa Rosa		20.7	.0128	5.1		16,219	.0065	784	3,180	7,462	.0044	1,463	2,902	489	459	1,289	140	.0071	55
Saraseta		41.3			20.2	80,170			4,383	55,355		4,100	14,237	2,085	3,298	9,594			1
Sarasota		23.3				35,604			4,505	50,052	.0394	363	12,256	1,005	3,124	9,225			
Seminals		30.0			13.0	27,719			3,223	22,400		2,605	8,202	857	809	3,323	580	.0132	1
Sanford		13.0		4.3		14,004			3,334	19,870		1.33	4,931	772	809	3,100		.0079	
Sumter		12.0	.0074	3.5		10,037	.8040	836	3,137	5,975	.0035	1,867	1.907	406	419	716	192	.0045	61
Suwannes		17.8	.0110	4.4	4.3	12,322	.0049	000	2,800	10.271	.0000	2.334	2.781	514	505	1,998	200	.0005	59

t The estimate for general merchandise includes over \$7-million of drug sales reported by the large Webb's City outlet, classified by the Census Bureau as general merchandise

A and A See end of state for SM Metropolitan County Areas.

*2nd

in Florida

Second in total lineage in Florida;

14th among all U.S. morning papers;

Offers a smashing 95% coverage of

St. Petersburg—center of the Suncoast.

Media Records

St. Petersburg Times

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

FLORIDA - (Continued)

	Metro-	a	POPULA ES 1/1	TION TIMATE	ES	A SUITA	TIVE BI					0	777	L SALES	1954		119	ADVER INC CONTR	ITIS-
COUNTIES	politan Area	Total	96	Fami-	Urban- ized	Net	gg.	Per	Per	Dollars		Coun-	(in		ORE GRO		Told	Buying	Oual
		(thou- sands)	U.S.A.	(thou- sands)	Population (thou-sands)	Deltara (add 900)	of U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radie	Auto- motive	Drug	Power Index	ity in- dex
Taylor		10.7	.0065	2.9	3.0	8,419	.0033	787	2,903	9,726	.0058	3,354	2,812	253	220	2,744	260	.0047	72
Union		10.5	.0065	1.2		3,576	.0014	341	2,980	2,068	.0012	1,721	917	154	61	182	78	.0023	35
Volunia		88.6	.0545	28.9	62.2	115,670	.0461	1,308	4,002	94,733	.0557	3,278	25,343	8,069	5,815	16,485	3,972	.0507	93
Daytona Beach		34.7	.0213	12.1		49,905	.0199	1,438	4,124	58,963	.0347		14,482	6,629	4,380	10,911	2,859	.0246	115
De Land		8.9	.0055	2.9		12,066	.0048	1,356	4,161	16,395	.0096		4,405	775	1,212	3,782	613	.0064	116
Wakuila		5.8	.0036	1.5	****	3,487	.0014	601	2,325	1,223	.0007	815	582	121	87		33	.0016	44
Walton		15.6	.0096	4.0	3.3	10,501	.0042	673	2,625	8,397	.0050	2,099	2,149	274	200	2,710	232	.0055	57

O SM, 1955.

Before using these figures, see explanation page 11

WIRK, 5,000 WATTS

WEST PALM BEACH, FLORIDA

ONLY PALM BEACH IS BIG ENOUGH TO SELL PALM BEACH COUNTY

5 KW-D—1 KW-N—1290 on the dial And—Palm Beach is getting Bigger!

National Representative, WIRK, Donald Cooke, Inc.

Since 1948 in metropolitan Palm Beach population has increased by 22,300; families by 4,300; income has gane up \$55,959,000; total retail sales \$44,149,000 ahead of 1948—the last Census year.

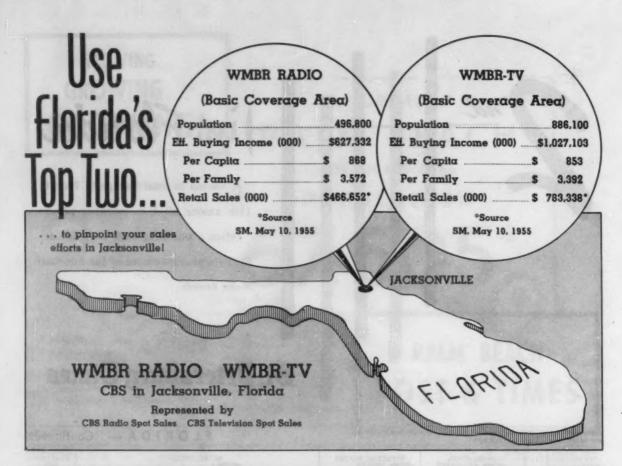
Affiliated with

WIRK-TV

CHANNEL 21

THE ONLY TV STATION COVERING THE PALM BEACHES

National Representative, Weed Television



	Metro		POPULA ES 1/1		S	40//	TIVE B		14.0	May :		0	WA.	L SALES	1954			SALES ADVER INC	RTIS-
	politan Area	Total	%	Fami-	Urban- ized	Not	96	Per	Per	Dollara	95	Coun-	(ir	FIVE ST	ORE GRO			Buying	Qual
		(thou- sands)	of U.S.A.	(thou- sands)	Population (thousands)	Dellars (add 000)	% of U.S.A.	Gap- ita	Fam- ily	(add - 990)	u.s.a.	Sales Per Fam- ily	Food	General Miles.	Furn House- Radio	Auto- mative	Drug	Power	ity in- dex
Washington		12.8	.0078	3.2	3.2	7,849	.0031	613	2,453	3,777	.0022	1,180	1,251	313	254	449	139	.0036	49
Total Above Cities		1,693.7	1.0417	537.9		2,002,284	1.0361	1,536	4,838	2,802,444	1.6482		581,488	281,846	172,637	561,477	111,255	1.2211	117
State Total		3,561.9	2.1910	1,039.7	2500.3	4,677,537	1.8626	1,313	4,499	3,561,210	2.0844	3,425	835,510	319,406	206,474	677.597	137,117	1.9978	91
FLORI	DA	- 6	ZA)	Metr	оро	litan C	oun	ty /	Area	s	-								
Jacksonville	90 104	374.0 712.7 155.1	.2301	105.5 219.6 47.3	681.3		.5062	1,784	4,915 5,789 4,477		.2287 .5622 .0866		94,996 193,077 37,963	40,540 81,413 19,938	20,588 60,434 9,916	86,361 162,137 35,671		.2178 .5095	116

WHAT THE TRIANGLES STAND FOR . . .

The solid black triangles in these tables and footnotes refer to Standard Metropolitan Areas.

The open triangle indicates SALES MANAGEMENT "Potential" areas.

Sell



Effective Buying Income up 9% over '53 to Population up 9% to 1,100,200

(in addition to 2½ million visitors a year!)

Building contract awards up 11% — leading the

nation for the 7th straight year! Greater Miami 21st in population — 15th in retail sales per household — 14th in drug sales!

and all

of Florida's

Gold Coast

Booming

The Miami Herald goes into nearly every home in Greater Miami rierald goes into nearly every home in Greater Miami and provides impressive circulation throughout the Gold Coast . . and the clear signal of WQAM, Miami's First Station, reaches a large, receptive audience covering the entire Gold Coast market.

with this

Great Team

The Miami Herald

JOHN S. KNIGHT, Publisher STORY, BROOKS & FINLEY, National Reps Affiliated Stations - WOAM, WOAM-FM

National Rep.—John Blair & Co. Southeastern Rep.—Harry C. Cummings

0

Get it ALL with Tres

Now...you can get complete VHF coverage on all of Florida's West Coast for the first time! With the highest tower in Florida and maximum power, WFLA-TV provides the greatest physical coverage in Florida.

In addition to the Tampa-St. Peters-

In addition to the Tampa-St. Petersburg Metropolitan Market — America's 45th retail market — WFLA-TV delivers Florida's richest, most heavily populated trade area. You can get it all with WFLA-TV!



COMPLETE NBC
PROGRAMMING 7 AM TO 1 AM

1054
FEET

HIGHEST TOWER
1N. FLORIDA

316,000
WATTS

MAXIMUM POWER

WFLA-TV

N B C Basic (INTERCONNECTED)

National Representative BLAIR-TV, Inc.

TAMPA-ST. PETERSBURG

FLORIDA — Metropolitan County Areas — (Continued) The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT. SALES AND ADVERTIS-ING CONTROLS EFFECTIVE BUYING
INCOME
ESTIMATES—1984 POPULATION ESTIMATES 1/1/85 RETAIL SALES SM ESTIMATES-1954 FIVE STORE GROUPS AREAS Per Cap-ita Per Fam Sales Per Fam-ily U.S.A. of U.S.A. u.S.A. ity In-dex (the Drug Tampa-St. 164.5 481.9 45.9 116.3 .2749 1,335 4,198 △Fort Lauderdale 186,565 195 148.3 .0912 218.394 .0870 1,473 4,756 .1007 4,065 42,178 10,679 13.187 31,965 7,182 .0046 104 △Pensacela... 38.1 .0681 1,197 4,494 .0671 2.905 29.225 .0718 215 143.1 0000 88.8 171.231 28.770 10.173 4.810 3.565 82 △West Palm 229 145.3 .0883 46.0 111.6 199,131 .0793 1,370 4,329 187,913 .1105 4,085 40,354 11,937 13,125 38,184 6,181 .0907 102

FLORIDA — M Income Breakdown of Consumer Spending Units

2,195.8 1,3806 006.9 1905.8 3,280,898 1,3063 1,494 4,920 2,564,798 1,5025 3,831 554,088

	Total	In-			NET IN	COME	GROU	PS, 18	54			Total	In-		,	NET IN	COME	GROU	PS, 19	54	
CITIES	Con- sumor Units (thous.)	Con- sumer Unit	\$0-2 Wnits	2,499 % In- come	\$2,500 % Units	-3,999 % in- come	\$4,000 Wnits	6,395 in- come	\$7,000 Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$0-3 Units	2,499 % in- come	\$2,500 % Units	3,999 % In- come	\$4,000 % Units	% in-	\$7,000 % Units	% In-
Alachus	25.3	2,007	57.9	26.9	21.2	23.4	15.0	26.5	5.9	23.2	Duval	128.9	4,023	35.9	12.0	27.5	21.0	25.8	32.9	10.8	33.2
Gaineaville	14.5	2,896	59.8	27.7	19.8	21.0	14.3	25.3	6.1	25.1	Jacksonville	80.6	3,923	37.2	12.7	28.1	23.0	24.4	31.9	10.3	32.4
Baker	1.7	2,399	60.3	33.7	28.3	37.8	8.5	18.2	2.9	10.3	Escambia	47.0	3,646	39.7	14.6	26.7	23.4	25.4	35.7	8.2	26.3
Bay	21.2	3,660	37.0	13.6	29.4	25.7	24.5	34.2	9.1	26.5	Pensacola	16.4	3,642	41.5	15.3	27.5	24.1	22.7	31.9	8.3	28.7
Panama City	11.2	3,781	34.6	12.3	30.2	25.5	25.3	34.3	9.9	27.9	Warrington	4.5	4,989	19.8	5.3	22.5	14.5	40.1	41.1	17.6	39.1
Bradford	3.7	2,647	56.8	28.8	26.1	31.5	13.7	26.5	3.4	13.2	Flagler	1.4	2,335	65.3	37.5	23.7	32.5	7.3	16.1	3.7	13.9
Brevard	10.0	3.074	47.3	20.7	28.0	29.2	18.7	31.1	6.0	19.0	Franklin	2.0	2,496	59.6	32.0	27.3	35.0	9.5	19.6	3.6	13.4
Braward	63.3	4,084	37.7	12.4	25.8	20.2	24.5	30.4	12.0	36.8	Gadsden	9.4	2,571	62.4	32.6	21.9	27.3	10.5	20.9	5.3	19.2
Fort Lauderdale	22.2	4,203	36.5	11.7	25.5	19.4	25.3	30.8	12.7	38.1	Quincy	2.5	3,000	54.3	23.7	22.5	23.3	14.2	23.7	9.0	29.3
Hollywood	8.6	4,290	36.2	11.3	25.7	19.1	24.6	29.4	13.5	40.2								100			
Calhoun	2.3	2,200	67.9	40.4	21.9	30.9	6.7	15.2	3.5	13.5	Gilchrist	.9	2,154	70.2	48.6	19.9	29.6	7.9	18.8	2.0	7.8
Charlette	1.7	2,724	54.7	27.0	28.7	33.7	11.8	22.1	4.8	17.2	Glades	.9	2,381	66.7	37.6	17.6	23.7	12.1	25.1	3.6	12.6
Citrus	2.0	2,750	56.3	27.5	37.5	32.0	11.3	21.0	4.9	19.5	Gulf	2.4	3,013	46.5	20.7	30.5	32.4	17.5	29.8	5.5	17.1
Clay	7.0	2,750	56.4	27.4	23.0	28.7	15.5	28.9	5.1	17.0	Hamilton	2.4	2,251	65.1	38.8	24.0	34.1	9.5	21.7	1.4	5.4
	1	1000	100				-				Hardee	3.1	2,937	52.4	24.0	27.2	29.7	13.9	24.2	6.5	22.1
Collier	3.1	3,000	49.1	21.6	30.5	32.0	14.0	23.5	6.4	22.9	Hendry	2.3	3,613	34.9	12.9	32.9	29.2	24.8	35.2	7.4	22.7
Columbia	8.1	2,910	50.8	23.5	28.1	30.9	16.7	29.3	4.4	16.3	Hernande	2.2	2,980	47.9	21.8	30.5	32.6	15.4	26.4	6.2	19.4
Lake City	3.1	3,248	44.5	18.4	28.2	27.8	21.3	33.6	6.0	20.2	Highlands	5.9	3,248	45.0	19.0	28.9	28.5	17.3	27.3	7.8	25.2
Oade	270.0	4,541	33.4	9.9	25.6	18.1	27.0	35.4	14.0	41.6	Hillsborough	.101.6	3,548	41.0	15.6	29.2	28.3	21.6	31.3	8.2	26.9
Miami	122.5	4,231	34.8	11.1	26.6	20.1	26.5	32.0	12.1	36.8	Tampa	82.3	3,663	40.7	15.4	20.4	26.4	21.7	31.3	8.2	25.9
Miami Beach	26.2	5,578	34.3	8.3	23.0	13.2	21.8	20.0	20.9	58.5	Plant City	3.4	3,262	45.7	18.8	28.9	28.4	19.4	30.7	6.0	22.1
Coral Gables	10.8	5,481	40.4	8.8	17.9	10.4	19.4	10.2	22.3	61.0	Holmes	3.8	2,072	72.9	47.2	17.7	27.3	8.0	19.9	1.4	5.6
Hialeah	11.2	4,532	25.1	7.4	25.7	18.1	87.0	41.9	12.2	32.6	Indian River	4.9	3,304	44.3	18.0	31.6	30.8	16.2	25.1	7.9	26.3
North Miami	6.7	4,836	23.8	6.8	23.8	15.7	37.3	30.6	15.1	38.1	Jackson	10.0	2,352	65.2	37.2	22.6	30.7	8.8	19.3	3.4	12.8
De Soto	3.2	2,911	48.9	22.8	29.8	32.8	16.5	20.1	4.8	15.6	Jefferson	2.8	2,151	72.0	44.9	19.3	28.8	5.6	13.3	3.1	13.0
Dixio	1.0	2,380	59.9	34.1	30.1	40.9	8.0	17.4	2.0	7.6	Lafayette	.9	2,008	71.4	48.0	20.5	31.4	6.4	15.8	1.7	6.8

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Before using these figures, see explanation page 11

253,579 152,778

481,275 103,575 1,3741 102



P O P U L A T I O N 1,170,200 378,100 FAMILIES

TOTAL EFFECTIVE BUYING INCOME \$1,885,859,000.

TOTAL RETAIL SALES \$1,464,225,000.

RETAIL SALES BY

FOOD . . . \$313,095,000.
GEN. MERCH. . 112,819.000.
FURNITURE . 93,205,000.
AUTOMOTIVE . 255,004,000.
DRUG . . . 64,694,000.

FLORIDA'S FIRST TELEVISION STATION

THE ONE STATION GIVING COMPLETE COVERAGE OF THIS FABULOUS MARKET. Preferred by 90% of the viewing audience (ARB. Jan. 1955)

THE STATION

Represented Nationally by Free & Peters, Inc. WTVJ Channel 4

CBS VALUE VALUE A

Basic Affiliate

POWER — Maximum 100,000 watts . . . TOWER — 1,000 ft. tall — Highest in Florida . . . EXPERIENCE — Six years "on the air" know-how . . . COLOR — Telecasting color since Sept. 1954 . . . MERCHANDISING — WTVJ's Awardwinning Merchandising Dept. is ready to serve you . . . NETWORK ORIGINATIONS — WTVJ has originated over 70 shows for the Networks.

FLORIDA — Income Breakdown of Consumer Spending Units — (Continued)

	Total	In-			NET IN	COME	GROU	PS, 19	14			Total	In-		,	LET IN	COME	GROU	PS, 18	54	
COUNTIES	Con- sumor Units (thous.)	per Con- sumer Unit \$	\$0-2 % Units	% In-	\$2,500 % Units	-3,999 % in- come	\$4,000 % Unite	-6,990 % in- came	\$7,000 % Units	% In-	COUNTIES	Consumer Units (thous.)	per Con- sumor Unit	\$0-2 % Units	2,499 % in- come	\$2,500 % Units	-3,999 % In- come	\$4,000 % Units	% In-	\$7,000 % Units	& Over
Lake	14.8	3,004	49.0	21.3	28.2	29.2	15.7	26.0	7.1	23.5	Clearwater	9.8	4,000	38.8	13.0	26.8	21.4	22.8	29.1	11.6	30.5
Lee	11.2	3,300	47.0	18.8	27.8	28.4	17.1	26.0	8.1	28.8	Polk	40.1	3,644	40.7	15.0	29.4	25.8	21.2	29.8	8.7	29.4
Fort Myers	8.9	3,411	46.9	18.4	26.8	25.2	17.8	28.8	8.5	20.6	Lakeland	14.6	3,736	42.8	16.4	25.6	21.8	21.5	29.5	10.1	33.2
Loon	25.2	3,178	58.7	22.7	21.3	21.4	16.5	26.6	8.5	29.3	Winter Haven	3.5	3,822	39.6	13.9	25.7	21.5	24.9	33.4	9.8	31.2
Tallahasses	17.4	3,282	52.2	21.4	21.5	29.9	16.9	29.4	9.4	31.3	Putnam	8.7	3,076	52.8	23.0	24.8	25.8	15.7	28.3	6.7	24.9
Levy	3.3	2,352	63.1	36.1	26.2	35.8	7.8	17.0	2.9	11.3	Palatka	4.2	3,272	48.2	19.8	27.3	28.7	16.4	25.7	8.1	27.8
Liberty	1.1	2,254	69.0	41.1	20.9	29.7	6.3	14.4	3.8	14.8	St. Johns	10.0	3,266	49.5	20.4	27.1	28.5	16.5	26.0	6.9	27.1
Madison	3.4	2,238	68.9	41.3	19.4	27.7	9.0	20.6	3.7	10.4	St. Augustine	0.0	3,368	46.5	18.5	27.8	28.4	18.5	28.2	7.2	26.9
Manatee	14.2	3,213	51.7	21.6	25.5	25.4	15.4	24.8	7.4	28.4	St. Lucie	10.3	3,580	40.1	15.1	29.6	26.6	22.3	32.1	8.0	26.2
Bradenton	6.7	3,350	50.8	20.3	24.3	23.2	10.6	25.5	8.3	31.0	Fort Pierce	6.4	3,584	40.1	15.0	29.2	26.1	22.5	32.2	8.2	28.7
					1		100				Santa Rosa	6.1	2,664	55.9	28.2	25.7	30.8	15.0	28.9	3.4	12.1
Marien	13.9	2,989	54.0	24.3	24.3	28.0	15.6	26.7	6.1	23.0	Saraasta	15.4	3.850	41.5	14.5	27.4	22.8	19.8	26.3	11.3	36.4
Ocala	4.8	3,353	47.7	19.1	25.4	24.2	18.4	28.1	8.5	28.6	Sarasota	9.1	3,896	41.7	14.3	27.0	22.2	19.5	25.7	11.8	37.8
Martin		3,082	53.1	23.2	27.3	28.3	11.2	18.8	8.4	29.9	Seminole	9.7	2,843	56.1	26.5	24.9	28.0	12.8	23.0	6.2	22.5
Monroe	18.1	3,211	46.2	19.3	27.8	27.7	20.1	32.0	5.9	21.0	Sanford	4.6	3.027	53.5	23.7	24.1	25.5	14.9	25.3	7.5	25.5
Key West	14.6	3,239	45.4	18.8	28.2	27.8	20.4	32.3	6.0	21.1	Sumter	3.6	2,797	54.1	26.0	25.9	29.6	14.9	27.3	5.1	17.1
Nassau	4.0	3,119	44.5	19.1	28.8	29.6	20.9	34.4	5.8	10.9	Suwanee	8.1	2,415	62.6	34.8	23.1	30.7	11.3	23.9	3.0	10.6
Okaloosa	14.4	2,840	80.3	23.0	25.7	27.9	18.8	32.8	5.2	16.3	Taylor		2,493	59.1	31.8	27.2	34.9	10.7	22.0	3.0	11.3
Okeechobee	1.2	2,507	58.5	30.2	25.7	31.7	11.8	23.4	4.0	14.7	Union	1.6	2,285	65.6	38.5	24.7	34.6	6.6	14.8	3.1	12.1
Orange	56.9	3,722	41.0	14.8	28.2	24.3	21.0	28.8	9.8	32.1	Volusia	34.7	3,329	48.7	19.7	26.0	25.0	17.4	28.7	7.9	28.8
Orlando	25.3	3,934	39.4	13.5	27.2	22.1	21.7	28.2	11.7	36.2	Daytona Beach	14.4	3,454	47.5	18.5	26.4	24.5	17.3	25.6	8.8	31.4
Osceola	4.9	2,523	58.8	31.3	27.8	35.3	10.1	20.4	3.3	13.0	De Land		3,074	53.8	23.5	24.0	25.0	15.4	25.7	6.8	25.8
Paim Beach		3.552	45.6	17.2	28.4	23.8	19.1	27.6	8.9	31.5	Wakulla	1.6	2,237	65.5	39.3	24.7	35.3	8.1	18.7	1.7	6.7
West	-		1		1		1		1		Walton	4.3	2,427	62.9	34.9	22.1	29.1	11.8	24.8	3.3	
Palm Beach	21.1	3,065	41.5	15.2	28.3	24.7	20.9	29.2	9.3	30.9	Washington	3.5	2,273	67.1		21.1	29.7	9.1		2.7	
Palm Beach	2.4	8,841	36.8	7.2	22.7	10.6	16.2	12.2	24.3			-	-,					-			
Lake Worth	6.2	3,384	49.3	19.5	33.6	22.3	18.6	28.2	8.6	30.0	Total Above	-		1		1				1	
Pasco	8.6	2,832	51.1	24.2	31.5	35.6	12.6	22.8	4.8	17.3	Cities	884.9	3.914	29.9	13.7	26.6	21.8	22.8	29.8	10.7	34.7
Pinelias	89.7	3,678	42.0	15.3	27.6	24.0	31.1	29.4	9.3	31.3				-	- 1		-			-	
St. Petersburg	55.9	3,642	42.5	15.7	27.5	24.1	20.9	29.4	9.1	30.8	State Total	1265.2	3,897	42.4	15.4	26.6	23.1	21.5	29.7	9.5	31.8

GEORGIA — Counties and Cities — (Other South Atlantic States: Delaware, District of Columbia, Florida, Maryland, North Carolina, South Carolina, Virginia, West Virginia.)

Georgia sta	ite map—page 318	Pop.	N	UMBE	R OF O	UTLET	8	PATRICIAN IA	Pop.	N	UMBE	R OF C	UTLET	8
City	County	thous.)	F	GM	FHR	Α	D	City	thous.)	F	GM	FHR	A	D
Albany	Dougherty	39.4	107	12		28	10	GainesvilleHall	16.5	78	7	17	28	(
Americus	Sumter	12.3	63	6	10	17	- 6	Griffin Spaulding	14.7	53	11	17	20	
Athens	Clarke	31.8	101	11	17	29	10	La Grange Troup	26.7	100	11	22	21	12
Atlanta	Fulton	476.0	920			145	165	MaconBibb	75.5	275	27	40	48	32
Augusta	Richmond	90.0	351	35		65	24	MariettaCobb	26.9	51	13		24	1
Brunswick	Glynn	21.0	84	7	19	13	12	MoultrieColquitt	12.9	63	9	17	22	1
Cartersville	Bartow	7.8	29	11	7	15	4	NewnanCoweta	8.8	44	10	10	15	7
Cedartown	Polk	9.8	48	7	7	12	4	RomeFloyd	31.4	161	21		27	13
College Park.	Fulton	17.0	26	3	4	1	7	SavannahChatham	127.6	624	48		58	54
Columbus	Muscogee	89.5	402	27	62	49	40	StatesboroBulloch	6.6	38	7	1.5	16	-
Cordele	Crisp	10.3	54	6	9	14	6	ThomastonUpson	7.0	37	9	17	19	
Dalton	Whitfield	17.9	65	13	19	21	10	ThomasvilleThomas	18.7	76	10	10	19	1
Decatur	De Kalb	23.9	31	9	11	18	8	TiftonTift	8.0	42		11	19	
Douglas	Coffee	8.4	44	10	8	11	5	ValdostaLowndes	26.6	99	10	21	27	13
Dublin	Laurens	11.5	57	10	14	16	4	WaycrossWare	20.1	91	3	16	29	10
East Point	Fulton	26.7	45	4	9	16	6	West PointTroup	4.5	24	6	13	8	4
Fitzgerald	Ben Hill	8.5	75	8	10	12	5					1		

COUNTIES Motro-politan Area		Q	POPUL/ ES 1/	TION TIMATI	ES	60/7	TIVE B					0	777	L SALES	-1954			SALES ADVER INC	TIS-
COUNTIES	politan	Total	%	Fami-	Urban-	Not	4	Per	Per	Dollara		Coun-	(is		ORE GRO			Buying	Oua
Appling	(thou- sands)	% of U.S.A.	(thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- its	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radie	Auto- motive	Drug	Power Index	in- dex	
- debruin Baranana		13.8	.0006	3.2	3.4	8,363	.0033	807	2,620	5,015	.0029	1,587	1,543	324	251	174	206	.0042	
Atkinson		7.4	.0046	1.7	****	4,680	.0019	632	2,783	2,039	.0012	1,199	1,004	123	112	121	60	.0022	48
Bacen		9.0	.0055	2.2	2.8	6,237	.0025	603	2,835	4,816	.0029	2,180	1,282	142	133	1,599	223	.0033	80
Baker	100	5.6	.0035	1.1		2,886	.0011	517	2,633	869	.0005	790	488	1		-	25	.0014	40
Baldwin		32.2	.0198	5.1		19,478	.0078	~ ~ ~	3.819	11,787	.0069		3,130	1,000	793	3,412	459	.0099	84
Danks		6.3	.0038	1.6		3,365	.0013	2.55	2,103	632	.0004	395	298	62	90			.0015	39
Barrow		13.3	.0002	3.6	4.7	11,242	.0045	845	3,123	8,285	.0043	2,296	1,984	883	859	1,423	272	.0054	84
Bartow		28,1	.0173	7.2	7.8	28,554	.0108		3,688	18,210	.0107		4,042	2,153	964	5,077	418	.0119	01
Cartereville		7.8	.0048	2.8		10,959			4.765	14,350	.0084		3,219	987	904	4,233	346	.0067	119
Sen Hill		14.8	.0001	4.0		12,380	.0049		3,000	12,710	.0078		3,232	713	793	3,103	348	.0065	71
Fitagerald		8.5	.0052	2.7	COLON	8,812	.0035		3,264	12,541	.0074		3,178	713	793	8,108	348	.0050	96
Berrien		13.5	.0003	3.2	3.4	9,971	.0040	739	3,118	6,221	.0037	1,944	1,338	403	155	974	175	.0046	88

Get Your Share of Macon's Bonus Money

Last year Macon was rated the Most Recommended Test Market among cities of comparable size by 133 manufacturer and advertising agency experts in a survey conducted by Sales Management.

This year, according to figures released by the Federal Reserve Bank of Atlanta, Macon had the highest increase in over-all business activity among 32 Southern cities reporting January figures. A 35 per cent increase in checking account debts inflected the rise in citivity, according to the survey. Other major trade cities' percentages in Georgia showed: Atlanta up 12, Columbus 17, Savannah and Augusta 14. Macon's dellar total for January was 107 million compared with 79 million a year ago. (Latest figures available at deadline)

The Reason for This Increased Dollar Volume

Macon is one of the most rapidly expanding industrial areas in the South, Approximately \$50 million in now industry has located here in the last few years, Greater Macon is the site of 136 diversified manufacturing plants. These industries employ nearly 40,000 vorks, whose annual payrells amount to well over \$111,000,000. Local industry spends \$87,150,000 annually in Georgia for supplies, equipment, power and fuel. Added buying power is given Middle Georgian by \$158,270,000 paid annually by Macon manufacturers for raw materials purchased in Georgia.

The Macon newspapers are the only newspapers which adequately and effectively cover this rich

Represented by THE BRANHAM COMPANY

Gold Mine of the Sky

WARNER ROBINS

Permanent Home of Warner Robins Air Material Area and Headquarters of the 14th Air Force

A billion-dollar operation serving 5 Southeastern states.

13,000 skilled civilian workers.

Annual Payroll of More Than \$52,000,000

Located in Macon Metropolitan Zone with 4-lane highway access.

MACON TELEGRAPH AND NEWS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

GEORGIA — (Continued)

	Metro-	0		TION TIMATI	E8	(CVI)	TIVE B		Tru I	MAY COL		O		SALES	1964	ra.	-7	SALES ADVER INC CONTR	T18-
COUNTIES	politan Area	Total	*	Fami-	Urban- ized	Net	%	Per	Per	Dollars	95	Coun-	(ir		ORE GRO		fiser	Buvino	Qual-
Bibb	Marie .	(thou- sands)	of U.S.A.	(thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- lly	(add 000)	% ef U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Bibb	86	123.8	.0762	35.7	103.1	168,372	.0870	1,360	4,716	111,926	.0658	3,135	26,823	14,145	5,783	22,857	3,318	.0085	90
▲ Macon		75.5	.0464	22.8		111,815	.0445	1,481	4,904	103,482	.0600		22,202	13,739	5,644	21,943	3,183	.0498	107
Blockley	1112	8.8	.0054	2.3	3.3	5,960	.0024	677	2,591	4,289	.0025	1,856	1,216	181	238	1,401	99	.0030	56
Brantley		6.6	.0040	1.5		3,870	.0018	586	2,880	1,622	.0010	1,081	518	219	100	129	63	.0019	46
Brooks		17.1	.0106	3.9	4.5	11,268	.0045	659	2,889	7,208	.0042	1.848	2,529	321	417	1,386	283	0056	53
Bryan		6.2	.0038	1.4		4,500	.0018	726	3,214	2,757	.0016	1,969	1,017		39	553	81	.0021	88
Bulloch		24.0	.0147	8.0	6.6	17,807	.0071	742	2,968	14,415	,0088	2,403	2,987	1,199	1,263	3,354	443	.0091	82
Statesboro		6.6	.0041	2.0		6,768	.0027	1.025	3,384	11.618	.0068	1	2,020	759	1,050	3.649	380	.0042	102
Burke		22.7	.0140	5.8	4.4	13,910	.0055	613	2,398	7,646	.0045	1,318	2,205	783	351	1,584	257	.0080	49
Butts	9	9.1	.0056	2.3	,,,,	7,078	.0029	778	3,077	4,101	.0024	1,783	1,155	468	202	1,153	91	.0033	59
Calheun		8.4	.0052	2.2		5,660	.0022	674	2,573	2,436	.0014	1,107	649	426	46	278	124	.0025	48
Camden		8.1	.0050	2.2	****	7,688	.0031	946	3,485	5,914	.0035	2,688	2,021	404	81	1,783	150	.0036	72
Candler		7.6	.0046	1.9		5,549	.0022	730	2,921	4,837	.0029	2,548	1,812	228	270	1,633	177	.0029	63
Carroll		33.6	.0207	9.0	7.7	28,336	.0113	843	3,148	18,590	.0100	2.006	4,008	2,257	1,252	4,690	880	.0131	63
Catoosa		16.5	.0101	4.3	2.4	17,373	.0069	1,053	4,040	4,540	.0027	1,056	1,754	240	156	1,198	29	.0063	82
Chariton		4.7	.0029	1.1		4,098	.0016	872	3,725	2,959	.0017	2,690	1,029	221	86	840	58	.0019	86

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

AS TOLD BY Armstrong Cork Company P.O. Box 1347 Macon, Ga. RALSTON PURINA COMPANY INLAND CONTAINER CORPORATION INDIANAPOLIS 6, INDIANA MACON KRAFT COMPANY MACON, GEORGIA

MACON STORY... PEOPLE WHO KNOW!

Macon was chosen because the area could supply our basic raw materials, and because producers of electric power and natural gas could meet our needs at reasonable rates. The qualities of enterprise and initiative which characterize the rapidly developing Bouth are exemplified to a marked degree in this community.

In selecting Macon, Georgia & WORM, Jr., Plant Manager, Armstrong Cork Co. In selecting Macon, Georgia & WORM, Jr., Plant Manager, Armstrong Cork Co. In selecting Macon, Georgia & WORM, Jr., Plant Manager, Armstrong Cork Co. In selecting Macon Good and supplies of locally grown ingredients . . . has more than justified our decision to locate the plant in Macon.

DONALD DANFORTH, President, Raiston Purine Company Macon is an outstanding example of the treemedous industrial future swalting all the South . . The residents of the Greater Macon area, who comprise our entire plant creating an over-higher American standard of ities.

We believe that Middle Georgia's natural resources, the rail and highway transpertation facilities, the availability of managower, and the closeness to expanding markets precents certain advantages to our operation . . these are gassons why we have such a large investment in the Macon area.

FOR COMPLETE INFORMATION, WRITE TOM GREENE, P.O. BOX 288, MACON, GA.

MACON AREA DEVELOPMENT COMMISSION

Take a LOOK SAVANNAH

it has everything!

For INFORMATION write:

Irving A. Metz, Jr., Exec. Dir.
SAVANNAH
CHAMBER OF COMMERCE
Box SM, Savannah, Georgia

THESE HAVE DECIDED ON ALBANY, GEORGIA

Coats & Clark —Thread Merck & Company—Fine Chemicals Gulistan —Carpets

Swift & Company —Vegetable Oil

Maxwell Bros. —Corrugated Boxes

Armour & Co. —Fertilizer

WHY NOT YOU - SOON?

Telephone or Wire Collect:
F. WM. BROOME, MGR.
INDUSTRIAL COMMITTEE
Albany, Georgia

YOU CAN BANK ON

√ Unlimited Water

√ Effluent Disposal System

✓ Unrestricted Labor✓ Low Building Costs

√ Transportation in Valdosta and Lowndes County

Lowndes County Write in Confidence to

Valdosta & Lowndes County Chamber of Commerce

Valdosta, Ga.

How to get full, accurate and current data on the South as a site for your branch office or plant...

See

ATLANTA

advertisement—page 317

FOR THE

MACON STORY

SEE ADVERTISEMENT ON

PAGE 313

MACON AREA
DEVELOPMENT COMMISSION
TOM GREENE, Executive Director
BOX 288 — MACON, GA.

SAVANNAH

Industrial Port of the South Atlantic Industrial Survey Furnished on Request

By

SAVANNAH DISTRICT AUTHORITY

P.O. Box 768, Savannah, Ga.

GEORGIA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

I SALES AND

	Matro	•	POPULA I/	TIMATI	ES	AQTA I	TIVE B	E				•	TEN	L SALES	1954			ADVER INC	TIS-
CITIES	politan Area	Total	%	Fami-	Urban- ized	Not	% of	Per	Per	Dollars	% of	Coun-	(li	FIVE 81 thousands	ORE GRO	OUPS add 000)		Buying	Qual
		(thou- sands)	U.S.A.	(thou- sands)	Population (thousands)	Deliars (add 000)	U.S.A.	Cap-	Fam-	(add 000)	U.S.A.	Sales Per Fam- ity	Feed	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Chatham	132	161.3	.0993	47.8	138.7	219,061	.0072	1,388	4,612	186,022	.0977	3,498	41,658	17,829	10,054	30,495	5,837	.0927	1
▲Savannah		127.6	.0785	38.1		176,960	.0705	1,387	4,645	150,974	.0888		36,101	17,206	9,912	39,869	4,761	.0776	
(Chattahoochoo	32	13.6		1.0		23,370	.0003	1,718	14806	230	.0001	144	112	21			40	.0064	
Chatteega		22.1	.0136	5.6	7.4	23,000	.0002	1,041	4,107	11,069	,9065	1,978	2,584	2,000	529	1,998	322	.0002	88
Cherokee		21.2	.0131	8.4	2.8	17,921	.0071	845	3,319	13,200	.0078	2,481	2,742	1,530	530	1,916	216	.0095	85
Clarke		40.2	.0247	10.7	31.8	82,555	.0210	1,307	4,912	39,748	.0234	3,716	8,813	3,532	1,867	10,129	1,053	.0225	91
Athens	1	31.8	.0196	8.3		44,984	.0179	1,415	5,420	38,356	.0226		8,204	2,980	1,765	10,129	1,053	.0197	101
Clay		8.4	.0033	1.4		3,513	.0014	861	2,800	2,384	.0014	1,703	529	182	78	814	81	.0018	55
Clayton		27.0	.0170	7.3	7.9	38,856	.0146	1,335	5,049	7,173	.0042	983	2,300	617	44	235	207	.0119	70
Clinch		6.0	.0037	1.8		5,542	.0022	924	3,695	2,483	.0015	1,655	923	163	96	744	58	.0023	62
Cebb		78.3	.0481	21.3	30.6	102,681	.0409	1,311	4,821	55,421	.0326	2,602	13,930	4,860	2,000	12,467	1,800	.0399	83
Marietta		26.9	.0165	7.6		42,009	.0167	1,562	5,528	36,613	.0215		8,080	3,393	1,638	10,825	1,437	.0181	110
Coffee		24.7	.0182	8.7	8.4	18,849	.0078	785	3,272	16,012	.0094	2,809	3,725	741	834	3,186	650	.0096	63
Douglas		8.4	.0052	2.3		8,771	.0035	1,044	3,813	14,277	.0084		2,729	618	741	3,166	534	.0053	102
Colquitt		35.8	.0221	9,1	12.8	31,846	.0126	800	3,500	24,782	.0145	2,721	7,136	1,567	1,784	4,337	803	.0151	86
Moultrie		12.9	.0079	3.7		15,103	.0060	1,171	4,082	19,998	.0118	-	5,053	1,445	1,719	3,991	731	.0061	
Columbia		9.4	.0057	2.3		7,854	.0031	814	3,229	2,392	.0014	1,040	1,292	233	51	142	75	.0031	54
Cook	1 9	12.0	.0074	3.1	2.8	8,646	.0034	721	2,789	5,630	.0034	1,816	1,703	395	316	1,050	234	.0042	87
Coweta		27.7	.0171	7.1	8.8	23,164	.0003	836	3,000	16,947	.0099	2,200	4,704	1,681	808	3,103	580	.0110	
Newnan		8.4	.0054	2.5		9,713	.0039	1,104	3,885	12,847	.0076		2,991	1,131	735	2,739	522	.0053	
Crawford		6.7	.0036	1.1		3,828	.0015	672	3,190	1,624	.0010	1,353	561	368	78	212	29	.0018	51
Crisp		17.0	.0107	4.8	10.3	14,596	.0050	834	3,041	14,808	.0087	3,000	3,078	1,701	739	3,861	311	.0076	
Cordele		10.1	.0063	3.3		10,596	.0042	1,029	3,211	14,386	.0085		9,808	1,619	739	3,861	272	.0059	94
Dade		8.2	.0061	1.7		5,783	.0023	708	3,402	2,248	.0013	1,321	1,060	487	41	217		.0028	
Dawson		3.1	.0020	.7		1,780	.0007	833	2.514	677	.0004	967	178	73	65			.0008	₹40

I Information received too late for inclusion above indicates that troop population of Fort Bennington on January 1, 1953 was somewhat over 40,000. Willtary personnel are not included in estimates of ramilies unless quartered off the post.

[▲] and △ See end of state for SM Metropolitan County Areas
Before using these figures, see explanation page 11

○ SM, 1955



SAVANNAH REWARDS MEN OF VISION

Though Savannah is fully aware of its fame Though Savannan is fully aware of its rame for gracious living amid surroundings of azaleas and flowering magnolias, there are other and more compelling attractions in the minds of men who seek new combinations of growth factors vital to their futures. Savannah's industrial progress has been both solid and impressive during the past 20 years—more than equal, in fact, to its productive capacity in all the 200 years preceding. Some of this growth is based on inherent manufacturing advantages. Some is due to its strategic location and port facilities. One or both, aided by the cooperative and progressive spirit of its people, may prove to be the combination best for you as a man of wisdom and energy. Write in confidence to:



The	*******	eumbale.	-	original,	
4 106	3/11	3.7MI 0015	BRAFK	Crisinal.	excin-
sive	estimat	es by SA	IFC	MANAGE	MENT

GEORGIA - (Continued)

	Metro	0	POPULA ES 1/1	TION TIMATI	ES	ALTERNA .	TIVE B	E			mi :	•	277	MATES-	1954	HANG	Tura	ADVER INC	TIS-
COUNTIES	politan Area	Total	% of	Fami-	Urban-	Not	% of	Per	Per	Dellars	95	Coun-	(Se		ORE GRO		vert		Qual-
nell a		(thou- sands)	U.S.A.	(thou- sands)	Pepu- lation (thou- sands)	Dollars (add 600)	U.S.A.	Cap- ita	Fam- ity	(add 600)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metive	Drug	Pawer	ity in- dex
Decatur		23.9		8.4		20,217	.0000		3,160	11,903	.0071		3,210	890	509	3,015	301	.0091	82
De Kalb		162.3			117.3	331,068		2,040		76,863	.0452		27,482	3,690	3,104	15,133		.0995	100
Decatur		23.9	.0147	7.3		52,696	.0210	2,205	7,219	29,536	.0174		9,067	1,236	1,459	13,296	1,615	.0187	127
Dodge		16.7	.0103	4.1	3.4	11.782	.0047	700	2.874	7,143	.0042	1.740	2,102	736	283	2.047	943	.0057	66
wedge		10.7	.0103	4.1	3.4	11,702	.0047	700	2,0/9	7,143	.0042	1,740	2,102	730	363	2,047	243	.0007	-
Deely		13.4	.0083	3.3		8,156	.0032	609	2.472	5,089	.0030	1,542	1,436	958	190	799	203	.0041	48
Daugherty		62.3	.0321	14.5		67,678	.0270	1.294	4.667	57,004	.0338	3,931	11,794	4,622	3,060	14,828	1,609	.0300	93
Albany		39.4	.0242	11.6		52,736	.0210	1.338	4.546	53,954	.0317		10,176	4,500	3,060	14,828	1,609	.0249	103
Osuglas		12.8	.0079	3.1	3.6	9,962	.0039	778	3,214	5,997	.0035	1,935	1,470	719	210	2,452	138	.0048	50
Early		17.0	.0105	4.2	3.3	11,408	.0046	671	2,716	7,804	.0045	1,810	2,103	346	652	2,142	222	.0057	54
Echela		2.4	.0014	.5		1,633	.0008	680	3,266	279	.0002	558	63	27	0	100		.0007	56
Effingham		9.1	.0056	2.3	****	6,509	.0026	715	2,830	3,108	.0018	1,350	877	498	48	701	106	.0028	82
Elbert		17.9	.0110	4.6	6.6	15,207	.0081	880	3,306	9,730	.0057	2,115	2,448	977	094	2,644	440	.0070	84
Emanuel		18.3	.0113	4.6	4.0	12,874	.0051	703	2,799	9,517	.0056	2,069	2,107	847	135	2,667	222	.0065	50
Evans		6.3	.0039	1,8		3,786	.0015	601	2,524	4,967	.0029	3,305	1,041	214	169	1,995	87	.0024	62
Fannin		15.1	.0093	3.7		12,728	.0051	843	3,440	6,998	.0042	1,891	1,581	280	189	2,182	96	.0058	- 00
Fayette		8.0	.0049	1.9		6,722	.0028	840	3,538	2,994	.0017	1,578	905	732	39	197	57	.0028	87
Floyd		86.5	.0409	17.8		81,019			4,552	84,374	.0320		12,068	6,556	4,333	8,686	1,881	.0340	83
Rome		31.4	.0193	9.5		45,755			4,816	47,209	.0278		9,166	5219	4,042	9,340	1,389	.0213	110
Forsyth		11.0	.0068	2.8		5,608	.0023	533	2,092	7,656	.0045	2,734	1,129	497	378	1,704	40	.0038	58
Franklin		13.5	.0083	3.4		8,809	.0036	657	2,609	7,136	.0042	2,099	1,307	586	426	1,757	122	.0047	57

1 Atlanta is in De Kalb and Fulton Counties.

Before using these figures, see explanation page 11 © SM, 1955.

ATHENS, GEORGIA—A Quality Market Distinguished Throughout Georgia for Exceptional Income and Retail Sales.

Among Cities With More Than 30,000 Population, Athens ranks 2nd in Family Spendable Income \$5,420 \$1,140 above state average; 4th in Per Capita Income with \$1,145, \$285 above state average; ranks 3rd in Per Family City Sales with \$4,682.

GROWTH trends are important	. Here's a several year's cha	irt of the growing i	ATHENS MARKET.	1954 Gain
	1948	1951	1954	Over 1948
	(000)	(000)	(000)	(000)
Population	33.0	38.0	40.2*	7.2
Families	9.6	10.0	10.7	1.1
Income	\$39,706	\$44,253	\$52,555	\$12,849
Per Capita Income	\$ 1,203	\$ 1,165	\$ 1,307	\$ 104
Per Family Income	\$ 4,136	\$ 4,425	\$ 4,912	\$ 776
Total Retail Sales	\$36,152	\$39,211	\$39,748	\$ 3,596
Food Sales	\$ 8,466	\$ 8,662	\$ 8,813	\$ 347
*based on SM 1/1/95 Estimates.		All other figures ba	sed on Survey of Buying	Power.

THE ATHENS BANNER-HERALD National Representatives-Ward-Griffith



Outdoor sells more!

• Now cut-outs give you new selling impact in out-door advertising. Rotate them in one city or on an intercity basis! Ask us about GOA's new network plan!

General Outdoor Advertising Co.

General Offices
Harrison & Loomis Streets

Chicago 7, Illinois

32.4% of all retail sales in Georgia are made in the ATLANTA area!

—another GOA market

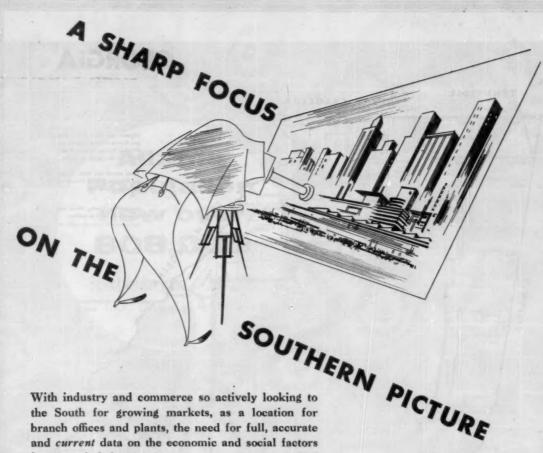
G	E	0	R	G	1	A	_	(Continued)	
	-			_		_	-	-		

The "SM" symbols mark original, exclu-

COUNTIES pol	Metre-	POPULATION ESTIMATES 1/1/85			EFFECTIVE BUYING INCOME ESTIMATES—1954			RETAIL SALES ESTIMATES—1954							SALES AND ADVERTIS- ING CONTROLS				
	politan Area	Total	æ	Fami-	Urban- ized	Net Dollars (add 000)	% of U.S.A.	Cap- Fa	Per	am- (add	% of U.S.A.	County Sales Per Family	FIVE STORE GROUPS (in thousands of deliars—add 000)					Buying	Qual-
		(thou- sands)	% of U.S.A.	lies (thou- sands)	Population (thou- eands)				Fam- lly				Food	General Meise.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Fulton		520.5 478.0 26.7 17.0	.2928 .0164	149.8 138.8 7.7 4.7		887,742 842,180 48,063 30,892	.3354	1,708 1,769 1,800 1,817	6,068	786,408 734,890 28,469 5,700	.4448 .4322 .0168 .0033	5,049	127,835 122,653 6,654 2,776	180,180 182,308 347 364	33,913 32,138 1,761 252	150,565 138,914 13,728 246		.3742 .3559 .0179 .0092	122
Glascock		9.8 3.2 33.9 31.0	.0200	2.8 .7 9.3 5.9	28.2	5,337 1,575 41,344 26,938				4,523 634 29,563 24,665	.0027 .0004 .0174 .0145	1,809 906 3,179	623 186 8,015 6,291	347 152 1,422 1,106	267 49 1,577 1,499	1,754 189 5,409 5,400	180 22 1,213 912	.0031 .0006 .0177 .0123	81 42 86 95
Gerden		18.9 18.8 12.3	.0116	4.8 4.8 3.6	8.7	13,679 13,861 8,424	.0054 .0055 .0034	737	2,790 2,886 2,808	8,838 8,845 6,410	.0052 .0052 .0037	1,843	2,457 2,419 1,863	948 628 971	743 488 328	1,416 2,299 1,504	320 350 278	.0006 .0006 .0043	57 57 57
Gwinnett Hubersham Hali Gaineaville		33.4 17.2 42.1 16.5	.0106	8.7 4.3 *11.3 4.8	10.0	30,540 14,195 		~~~		17,265 9,786 42,498 37,967	.0102 .0067 .0250	2,278	3,648 2,502 6,740 4,178	2,181 1,162 2,386 1,931	1,147 609 2,846 2,399	5,763 1,757 12,897 12,451	473 275 880 890	.0133 .0000 .0213 .0130	65 62 82 129
Hancock	97	10.1 18.0 11.2	.0002	2.3 3.4 2.7	2.9	4,949 13,125 7,913	.0020 .0082 .0032	875	2,182 3,454 2,931	4,449 7,908 3,112	.0027 .0046 .0018	2,081	1,232 1,083 1,522	372 517 288	116 973 87	1,840 1,900 582	52 164 102	.0030 .0059 .0035	48 84 51
Hart Hoard		13.8 6.8 16.1	.0040	3.4 1.6 3.6		9,970 3,876 10,873	,0039 ,0016 ,0043	596	2,932 2,584 2,861	5,064 1,368 5,784	.0030 .0008 .0034	912	1,194 263 1,513	239 618	500 43 203	1,252 108 1,079	88 28 111	.0048 .0019 .0051	52 46 52
Houston Irwin Jackson		25.0 11.3 18.4	.0069	6.7 2.6 4.6	2.6	28,999 7,708 14,187	.0118 .0030 .0057	082	4,328 3,083 3,084	11,387 3,915 9,626	.0067 .0023 .0057	08000	3,770 1,829 2,456	384 101 1,190	967 109 557	1,606 689 2,039	558 59 226	.0110 .0036 .0088	89 82 80

¹ Atlanta is in De Kalb and Fulton Counties.
2 Geni. Mése, sales incluée mail order catalog sales. See page 20.

A and A See end of state for SM Metropolitan County Areas.



With industry and commerce so actively looking to the South for growing markets, as a location for branch offices and plants, the need for full, accurate and current data on the economic and social factors is more vital than ever.

Since 1925, the Atlanta Industrial Bureau has continuously served as a dependable source of facts on the busy region which is Atlanta's industrial area. We have supplied economic studies resulting in establishment of many millions of dollars of plants, many hundreds of warehouse and branch operations.

If you are anticipating a study of the area, we will gladly make a special report based on your needs, and when your engineers and marketing men are ready to come in for a close-up, we stand ready to work closely and helpfully with them, in the light of our intimate knowledge of the region.

All of this is, of course, gratis — and fully confidential.

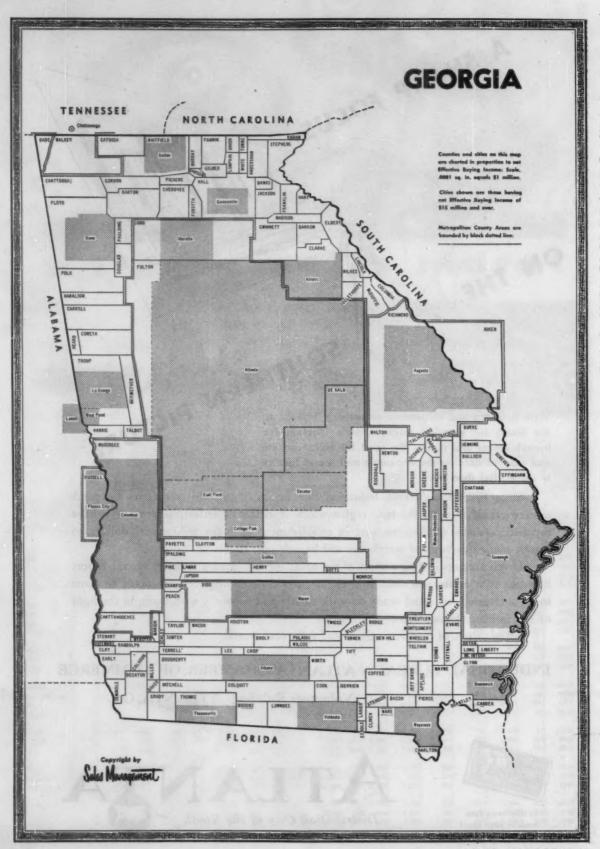
INDUSTRIAL BUREAU • ATLANTA CHAMBER OF COMMERCE

Volunteer Building ATLANTA, GA.



Is this basic data book in your files? Write for it

Distribution City of the South





Flying high above Atlanta, you look down upon one of America's BIG markets — growing bigger fast. Only four metropolitan areas in the nation match the pace that has pushed Atlanta's current population to the 808,853 mark. While Atlanta has long been the distribution center of the South, it is now the South's first city in industrial activity. Manufacturing employment exceeds the former leader city's by 17,000. More than 3,300 national firms operate branch factories, warehouses and divisional offices here. Per capita income in 1954 was \$1890. The figure per family was \$5833. The South's largest newspapers can help you sell your product in the fastest growing section of the nation.

The Atlanta Lournal Covers Dixie Like the Dew

The South's Standard Newspaper

GROWTH REFLECTS

	Metr	opolitan At	lanta
Populati	on	671,797	808,853
Families	1	185,580	238,674
Per Cap	. Income	\$1,357	\$1,890
Retail S	ales \$7	45,072,000	\$893,493,000
		Georgia	
Populati	08	3,444,578	3,604,400

Retail Sales \$2,310,587,000 \$2,754,562,000*

The Atlanta Journal and Constitution 428,885 Daily - 480,949 Sunday (A. B. C., 9-30-54) ted by the Kelly-Smith Co

	Moreo	S	D EST	TIMATE	28	COTA !	TIVE B					0	777	SALES	1954			SALES ADVER INC CONTR	TIS
CITIES	Metre- politan Area				Urtan-							Gour-	(in	FIVE ST	ORE GRO				Г
		Total (thou- eands)	U.S.A.	Fami- lies (thou- sands)	Population (thousands)	Net Dollars (add 000)	U.S.A.	Por Cap- ita	Por Fam- ily	Dellars (add 000)	% of U.S.A.	Sales Pur Fam- ily	Food	General Mdes.	Furn,- House- Radio	Auto- motivo	Drug	Buying Power Index	Quili
BBD07		7.1	.0043	1.7	****	4,909	.0020		2,935	3,478	.0020	2,046	589	935	48	613	87	.0025	
off Davis		9.6	.0050	4.4	2.8	6,319 11,708	.0025		2,633	3,832 7,848	.0023	1,507 1,784	1,342 1,745	180 551	462 424	1,326	206 378	.0031	1
enkins		8.7	.0059	2.4		6,531	.0026		2,721	4,781 2,876	.0028	1,984	1,423	803 184	354 161	989 713	222 155	.0034	
ones		7.1	.0057	1.7	****	5,5 96 5,181	.0020		3,036	1,398	.0008	822	579	185	51	113	100	.0021	
ETHAT		10.0	.0061	2.5		10,457			4,183	4,714	.0028		1,720	318	187	796	168	.0041	
urens		30.8	.0031	1.3		3,423	.0014		2,633	2,130 18,217	.0012	1,638	554 4,127	1,978	1,345	4,931	516	.0017	
Dublin		11.8	.0071	3.4	44.00	11,895	.0047	1,034	3,499	15,041	,0088		3,094	1,346	1,328	4,074	454	.0064	
00		6.2	.0038	1.4		3,437	.0014		2,485	938	.0008	679	380	258	48	125	. 54	,0017	
ibertyincoln		9.0	.0065	1.3		5,371 4,209	.0021		3,238	4,825 3,076	.0028		1,482	300 216	93 75	1,401 752	84 56	.0030	
			.0024			2,478	.0010	689	2,751	1,316	.0008	1,482	450	54	86	118	54	.0012	
ong owndee		3.8 42.3	.0260	11.4	26.6	42,628		1,008		38,476	.0226		8,823	2,767	2,714	9,251	1,174	.0205	
Valdorta		26.6	.0164	7.6		31,136 5,165	.0124	1,171 738	4,097	33,433	.0197	1,549	7,657 548	2,598	2,714	8,580 552	999 31	.0154	
												100	1,970	232	394	2,009	180	.0048	
lcDuffle		11.8	.0039	3.0		10,138 4,177	.0040		3,378	6,447 2,284	.0038		974	126	103	136	57	.0020	ж.
lacon		13.6	.0084	3.3		8,813	.0035		2.671	6.418	.0038		1,953	568	428	1,087	189	.0046	4
adison		11.5 6.5	.0070	2.8		7,804 3,349	.0031		2,787	1,757	.0013	100000	794 782	501 189	68 45	236 234	53 50	.0033	
oriwether		20.9	.0120	5.3		16,987	.0067		3,207	8,019	.0047		2,563	1,049	411	549	328	.0074	
liler		8.7	.0063	2.2		8,877	.0024		2,871	3,207	.0019		671	208	126	706	147	.0028	ж.
onres		22.4 10.4	.0138	5.4		15,800 9,544	.0063		2,944	11,414 5,121	.0067	2,114	2,958 1,885	1,598 248	498	2,865 1,312	328 161	.0079	
			.0048	1.7		4,328	.0017		2,546	1,702	.0010	5	504	384	90	120	83	.0021	l
ontgemery		7.8	.0067	2.7		7,020	.0028		2,600	5,364	.0032		1,731	273	451	706	171	.0037	1
lurray		10.8	.0067	2.5		7,800	.0030	704	3,040	2,834	.0017	1,174	607	641	195	347	50	.0033	1
luecogee		130.8	.0804		187.2	187,944			5,672	125,487	.0738		29,784	13,376	8,673	31,636	3,130	.0777	
▲Columbus		89.5	.0551	25.4 8.2		128,101			5,043	119,075	.0700		26,225 3,880	12,900 762	8,273 931	31,001 2,740	2,999	.0578	
coneo		7.0	.0044	1.6		4,463	.0010		2,789	1,102	.0006		697	33	40			.0020	
glutherpe		9.2	.0056	2.3		8,011	.0024		2,613	1,848	.0011	803	999	105	46	245	45	.0026	ъ.
aulding		11.2 12.0	.0089 .0074	2.8		7,427 11,297	.0029		2,653	3,319 8,250	.0020		873 2,352	492 346	151 635	1,093	59 249	.0035	
												1					-	Mad	1
ickene		10.8	.0054	2.3		7,099	.0027		2,840	5,476 4,471	.0032		631 1,455	947 487	79 422	1,037 799	87 148	,0034	
ke		8.1	.0000	1.0		0,395	.0021		2,839	1,524			580	438	90	122	26	.0024	1
olk		31.7	.0195	8.1		29,258	.0117		3,612	18,601	.0100		5,575	1,501	1,600	3,588	637	.0130	
Cedartown ulaski		9.8	.0060	2.7		11,427 8,481	.0046		4,232	12,187	.0072		3,208 1,229	804 672	1,061 253	2,926 1,478	351	.0057	- 1
utnam		7.3	10000			5,673			3,337	3,905			944	231	183	995	151	.0027	
ultman	(red	3.0	.0018	.0	****	1,687	.0007	582	2,108	477	.0003	596	245	18	L. P. A	400		.0000	
abun		7.4	.0046	1.7	****	4,929	.0020	688	2,899	3,690			793		128		137 218		
andolph	1	12.6	,0077	3.1	3.7	888,6	.0038	780	2,867	0,275	.0036	2,024	1,837	648	145	1,815	210	.004	1
ichmond		150.1	.0973		124.0	214,703			5,088	138,846				19,483 18,940	7,395 6,850	26,678 25,883	3,660	.0863	
1▲Augusta ockdaie		90.0				7,380			4,587 3,355	127,604 4,232		T. W	26,336 1,016			715	47		
chley		3.0				2,380			2,975	1,131		1,416			39	404	43	.0011	1
creven	. 000	17.4	.0107	4.3		9,486			2,206	8,623		1,401	1,620			1,192			
eminate		7.9			1	5,859			3,084	5,031 25,940		2,852				1,680 5,084			
Griffia		32.1 14.7				48,144 20,718			0 4,932	23,461			5,734			4,836			
tophons		18.0	.0111	4.7	7.5	18,224	.007	1,01	2 3,877	12,660		2,094							
towart		8.8	.0064	2.5		5,258	.002		8 2,300	3,41		1							
Americus	1	12.3				13,631			8 3,319 8 3,587				4,675 3,837	A. W. W. Commission					
		7.0							2 2,498			1 1,016	480	421	47	255	51	.002	

1 Special annexations in effect Feb. 15, 1955 call for inclusion of 4.9th. additional persons within carporate limits.

A and A Son and of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

Is Augusta, Georgia on Your List?

The most overlooked market in America today is Augusta, Georgia.

YOU CAN NOT REACH AUGUSTA VIA ATLANTA OR FROM OUTSIDE



-Radio with 5000 watts and

-Television with 102,000 watts on channel 12

Offers UNDUPLICATED CBS programming to nearly . . . a MILLION Georgolinians!!!

Countries Critics Area Critics Criti		Metro-	S	POPULATE EST	TIMATE	8	AUTA I	TIVE BL					J	772	SALES	1954			ADVERTING CONTRO	ris-
Second		politan		*	Fami-	ized		95				%		(in						Qual
Tatriani				U.S.A.	(thou-	lation (thou-	(add					U.S.A.	Per Fam-	Food		House-		Drug	Power	in- dex
Terish. 12.0 .0074 2.9 8.888 .0035 725 2.999 6.402 .0037 2.208 1.993 380 196 1.320 300 .0044 70773 .0077 .														7 600						46 50
Terrells 13.4 .0082 3.2 4.2 9.334 .0037 697 2,917 7,097 .0042 2,218 2,086 616 187 1,128 187 .0047 .0048 .0147 .0048 .0147 .0048 .0147 .0048 .0147 .0048 .0147 .0048 .0147 .0048 .0147 .0048																				51
Thomasville																				51
Tiff					0.00	18.7										0.00				81
Tiffon														~ 6 ~ 6 ~ 6			- No.		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	8
Towns																				124
Tresulten																				76
Troup						****										96			.0012	
La Grange				0.00000		****						75533	2,000							5
West Points						34.8														1
West Point 4.5 .0028 1.3 5,862 .0023 1,303 4,500 .0086 3,448 1,553 2,251 2,001 281 .0043 Turner. 10.6 .0066 2.5 3.0 7,990 .0032 755 3,200 8,081 .0008 769 .581 .005 51 83 82 .0022 Union. 7.3 .0045 1.7 3,919 .0015 637 2,365 2,349 .0014 1,382 .0002 642 .0022 .0022 .0022 .0022 .0022 .0023 .0034 1,381 .0017 .0034 1,381 .0017 .0034 1,381 .0064 1,382 .0044 .0024 .0024 .0024 .0048 .0034 .0034 .0034 .0034 .0034 .0034 .0068 769 581 .005 581 .0024 .0024 .0044 .0087 .0027 .0044 .0044 .0044 .0044			26.7	.0164	7.4		34,683	.0138	1,298	4,683	23,451	.0138				2,144	5,358	835	.0143	8
Twiggs	The state of the s		200.00	610010			- C-C-A-031-0												.0078	
Union	Turner		10.6	.0065	2.5	3.0	7,990	.0032	758	3,200	5,061	.0030	2,024	1,479	427	212	1,222	178	.0038	8
Upson				11/10/01/01		20001			1	2000						51			.0022	
Thomaston	Union	1	7.3	.0045	1.7	****	3,919	.0015	537	2,305	2,349	.0014	1,382	564	138		534	86	.0021	4
Walker 27 41.5 .0255 11.3 12.8 48.619 .0194 1,172 4,303 21,211 .0125 1,677 5,362 1,910 1,488 5,089 930 .0184 Waren 20.0 .0122 5.1 4.6 18,881 .0083 7943,114 11,613 .0086 2,277 3,510 1,044 1,187 2,900 321 .0074 Waren 30.9 .9190 8.1 21.8 34,286 .0136 1,110 4,233 26,877 .0188 3,330 6,132 1,113 2,247 8,684 875 .0152 Warren 8.6 .0083 2.1 .5,531 .0022 643 26,347 .5,688 875 .0122 Warren 8.6 .0083 2.1 .5,531 .0022 643 2,548 3,168 .0181 ,480 718 209 350 830 77 .0022 Warren 19.8 .0122 4.9<	Upson		25.6	.0158	8.7	13.5	27,277	.0109	1,006	4,071	17,851	.0108	2,884	6,439	728	1,364	4,628		.0117	7
Waten 20.0 .6123 5.1 4.6 18,881 .0083 .794 3,114 11,613 .0088 2,277 3,510 1,044 1,187 2,900 321 .0974 Ware 30.9 .9190 8.1 21.8 34,286 .0136 1,110 4,233 25,877 .0189 3,330 6,132 1,113 2,247 8,684 875 .0154 Wayres 20.1 .0124 5.7 25,950 .0103 1,291 4,583 25,897 .0152 5,484 928 2,347 8,668 875 .0123 Warre 8.6 .0053 2.1 .5,531 .0002 643 2,634 3,166 .0018 1,480 718 209 350 830 77 .0027 Wayre 19.8 .0122 4.9 4.2 12,094 .0044 784 3,186 10,004 1,637 2,183 556 294 1,541 204 .008																			.0052	1
Ware 30.9 .9190 8.1 21.8 34,288 .0136 1,110 4,233 26,877 .0150 3,330 6,132 1,113 2,347 8,864 875 .0152 Wayrom 8.6 .0083 2.1 5,531 .0022 643 2,634 3,166 .0018 1,480 718 209 350 630 77 .0021 Washington 19.8 .0122 4.9 4.2 12,084 .0049 510 2,468 8,021 .0047 1,637 2,183 536 294 1,541 294 .0063 Wayre 14.6 .0000 3.5 4.8 11,151 .0044 764 3,186 11,333 .0067 3,233 2,604 780 340 2,988 396 .0064 Wayre 4.3 .0026 .8 2,002 .0008 469 2,503 .467 .0002 509 186 44 80 2,988 396 .0064 White	Walker	. 27				1												2.24		
Wayrom. 20.1 .0124 5.7 25,950 .0103 1,291 4,583 25,897 .0152 5,484 928 2,347 8,688 875 .0122 Warren. 8.6 .0053 2.1 5,531 .0072 648 2,634 3,166 .0018 1,480 718 209 350 830 77 .0027 Washington. 19.8 .0122 4.9 4.2 12,004 .0049 810 2,468 8,021 .0047 1,637 2,183 556 294 1,541 294 .0053 Wayren. 14.6 .0090 3.5 4.8 11,151 .0044 784 3,188 11,333 .0067 3,238 2,604 760 340 2,988 396 .096 Webster. 4.3 .0039 1.4 3,855 .0015 612 2,764 1,674 .0009 1,24 592 134 40 218 49 .0011 White.			20.0	.0123	0.1	4.0	15,881	.0063	79	3,114	11,613	.006	2,277	3,510	1,044	1,187	2,900	133	.0076	
Warren. 8.6 .0083 2.1 5.531 .0022 843 2.634 3.168 .0018 1.460 718 209 350 830 77 .0022												10000							.0154	1 (2)
Washington 19.8 .0122 4.9 4.2 12,004 .0049 810 2,468 8,021 .0047 1,637 2,183 556 294 1,641 294 .0061 Wayne 14.6 .0000 3.5 4.8 11,131 .0044 784 3,186 11,333 .0067 3,238 2,604 760 340 2,988 396 .0968 Webster 4.3 .0029 .8 2,002 .0008 468 2,503 467 .0002 509 186 44 80 24 .0014 Wheeler 8.3 .0039 1.4 3,885 .0015 612 2,764 1,674 .0000 1,124 592 134 40 218 49 .001 White 5.9 .0036 1.4 3,137 .0013 532 2,241 2,043 .0512 1,463 633 247 2236 34 .0011 <t< td=""><td></td><td></td><td></td><td></td><td>200</td><td></td><td>100.000</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td><td></td><td></td><td></td></t<>					200		100.000										1			
Webster 4.3 .0026 .8 2,002 .0008 460 2,503 A67 .0002 509 186 44 80 24 .001 Wheeler 6.3 .0039 1.4 3,885 .0015 612 2,764 1,574 .0000 1,124 582 134 40 218 49 .0011 Whitfield 37.7 .0232 9.9 17.9 41,226 .0164 1,084 4,165 27,683 .0163 2,797 8,023 2,013 2,138 5,590 881 .0171 Dalton 17.9 .0110 5.1 23,320 .0093 1,301 6,996 688 2,135 5,590 851 .011 Wilkex 9.2 .0057 2.4 5,989 .0024 851 2,495 2,526 .0015 1,053 1,104 518 91 124 130 .0024 Wilkex 11.7 .0072 2.9 3.6 8,039															The state of the s				.0027	
Webster 4.3 .0026 .8 2,002 .0008 460 2,503 A67 .0002 509 186 44 80 24 .001 Wheeler 6.3 .0039 1.4 3,885 .0015 612 2,764 1,574 .0000 1,124 582 134 40 218 49 .0011 Whitfield 37.7 .0232 9.9 17.9 41,226 .0164 1,084 4,165 27,683 .0163 2,797 8,023 2,013 2,138 5,590 881 .0171 Dalton 17.9 .0110 5.1 23,320 .0093 1,301 6,996 688 2,135 5,590 851 .011 Wilkex 9.2 .0057 2.4 5,989 .0024 851 2,495 2,526 .0015 1,053 1,104 518 91 124 130 .0024 Wilkex 11.7 .0072 2.9 3.6 8,039	Wayne		14.6	.0000	3.5	4.8	11,151	.0044	784	3,186	11,333	.0067	3,238	2,604	760	340	2,988		.0000	6
White	Webster		4.3											180			100		.0010	
Whitried 37.7 .0232 9.9 17.9 41,236 .0164 1,094 4,165 27,883 .0163 2,797 8,023 2,013 2,136 5,890 881 .017 Dalton 17.9 .0110 5.1 23,320 .0093 1,573 25,070 .0147 6,996 688 2,136 5,590 851 .011 Wilkes 9.2 .0057 2.4 5,989 .0024 851 2,495 2,526 .0015 1,053 1,104 818 91 124 130 .002 Wilkes 11.7 .0972 2.9 3.6 8,039 .0032 887 2,772 8,888 .0040 2,306 1,739 705 383 1,829 282 .004 Wilkinsen 9.2 .0036 2.3 7,665 .0030 833 3,333 3,147 .0018 1,288 1,219 429 96 854 97 .003 Werth <t< td=""><td>Wheeler</td><td>1</td><td>6.3</td><td>.0039</td><td>1.4</td><td></td><td>3,858</td><td>.0018</td><td>612</td><td>2,754</td><td>1,674</td><td>.000</td><td>1,124</td><td>590</td><td>134</td><td>40</td><td>216</td><td>49</td><td>.0018</td><td>4</td></t<>	Wheeler	1	6.3	.0039	1.4		3,858	.0018	612	2,754	1,674	.000	1,124	590	134	40	216	49	.0018	4
Dalton																9 190			.0017	
Wilkes																			.0113	
Wilkineen 9.2 .0056 2.3 7,665 .0030 833 3,333 3,147 .0018 1,388 1,219 429 96 854 67 .003 Worth 18.7 .0115 4.4 2.6 11,995 .0048 641 2,726 8,785 .0034 1,390 2,385 329 386 1,670 193 .005						100													.0028	1
Worth 18.7 .8115 4.4 2.8 11,995 .0048 641 2,726 8,785 .0034 1,396 2,395 329 385 1,870 193 .805						2.0		1	-				-1						.0043	
					-	2.5 . 5 . 1	100000	1				1		-	1				.0031	
Total Above Cities 1,334.3 .8207 388.0 2,030,912 .8085 1,822 5,234 1,877,786 1.1045 379,235 287,336 106,790 419,571 58,017 .899	Worth		18.7	.0115	4.4	2.6	11,995	.004	841	2,728	8,761	.003	4 1,300	2,39	329	385	1,070	193	.0057	5
	Total Above Citi	00	1,834.3	.8207	388.6		2,030,912	.808	1,52	5,234	1,877,780	1.104	5	379,23	287,336	106,790	419,571	58,017	. 8999	11

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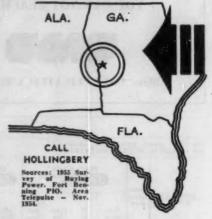
Before using these figures, see explanation page 11

a Bigger Market . . 1,307,800 pop. More Family Units . . . 330,912 More Buying Power . . . \$1,370,306,000

It's a big market and getting bigger! Retail Sales over \$801,203,000 ... TV Homes-145,600 ... Radio Homes-138,000. For dominance of this important Georgia-Alaboma market, for greater coverage from your advertising dollar, place your best schedules with



Columbus, Georgia . . . Second Largest Georgia Market



GEORGIA - Metropolitan County Areas

	Metre			TION TIMATI	EB	#W//D	TIVE B		Y			O.	772	L SALES	1954			SALES ADVER INC CONTR	TIS-
AREAS	AREAS Politan			Fami-	Urban- ized	Net	96	Per	Per	Dollars	%	Coun-	(ir	FIVE ST	ORE GRO			Buying	Oual
		(thou- eande)	of U.S.A.	lies (thou- sands)	Population (thou-sands)	Deliars (add 800)	U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Fur.t House- Radio	Auto- motive	Drug	Pawer Index	ity in- dex
Atlanta	8	761.1	.4880	218.6	802.8	1,321,481	.5263	1,736	6,045	888,692	.8226	4,065	189,307	188,730	39,686	178,165	29,902	.5136	119
Augusta	10	244.2	.1503	65.2	153.3	302,519	.1206	1,239	4,640	171,186	.1008	2,628	40,790	23,441	8,775	33,613	4,448	.1205	80
Columbus	32	188.9	.1148	47.1	133.9	256,784	.1023	1,374	5,451	136,915	.0005	2,907	33,620	14,502	9,266	32,004	3,449	.0984	86
Macen	86	149.7	.0021	42.4	118.0	197,371	.0786	1,318	4, 655	123,313	.8725	2,908	30,593	14,529	6,390	24,463	3,876	.0795	86
Savannah	132	101.3	.0993	47.5	138.7	219,061	.0872	1,358	4,612	166,022	.0977	3,495	41,658	17,529	10,054	30,495	5,037	.0927	93
Total of Areas		1.503.2	.9245	420.8	1148.7	2,297,196	.0140	1.528	5.459	1.488.128	.8741	3.532	315,968	258,821	74.171	298.830	46,712	.9047	-

GEORGIA - M Income Breakdown of Consumer Spending Units

	Tetal	In-			ET IN	COME	GROU	P3, 19	54			Total	in-		,	NET IN	COME	GROU	IPS, 19	54	
CITIES	Con- sumer Units (thous.)	per Con- eumer	\$0-2 % Units	,499 % In- come	\$2,500 % Units	-3,999 % In- come	\$4,000 % Units	% in- came	\$7,000 % Units	& Over	COUNTIES	Con- sumer Units (thous.)	ger Con- sumor Unit	\$0-0 Weits	2,499 In- come	\$2,500 % Units	1n- come	\$4,000 % Units	0-6,999 % In-	\$7,000 % Units	& Over % In- come
Appling	3.6	2,339	68.4	41.8	21.0	30.5	8.4	19.5	2.2	8.2	Bibb	42.1	4,003	39.1	14.0	28.2	23.9	23.8	32.3	8.9	29.8
Atkinson	2.1	2,230	68.6	43.9	22.9	34.9	7.9	19.3	.8	1.9	Macon	28.1	3,984	41.4	14.8	27.8	23.7	21.7	29.7	9.1	31.8
Bacon	2.5	2,451	65.2	38.0	22.3	30.9	10.4	23.0	2.1	8.1	Bleckley	2.5	2,341	67.3	41.0	24.0	34.8	6.2	14.5	2.5	9.7
Baker	1.4	2,001	75.3	51.8	19.0	30.9	4.3	11.0	1.4	6.6	Brantley	1.5	2,863	60.1	33.5	26.8	35.0	11.4	24.1	1.7	8.8
Baldwin	6.9	2.842	57.8	29.0	23.9	28.6	14.0	26.8	4.3	15.6	Brooks	4.7	2,418	68.1	40.2	21.1	29.6	7.6	17.2	3.2	13.0
Banks	1.6	2,000	73.1	50.1	21.8	35.6	4.6	12.2	.5	2.1	Bryan	1.7.	2,577	65.2	33.3	28.0	30.9	9.5	20.1	2.3	9.7
Barrow	4.1	2,740	56.9	29.6	26.5	32.9	13.6	27.0	3.0	10.5	Bulloch	7.1	2,806	69.8	39.7	18.3	24.8	8.7	19.0	3.2	18.5
Bartow	8.0	3,324	48.4	20.8	28.9	29.6	17.7	28.9	5.0	20.7	Statesboro	2.1	3,240	85.1	24.2	25.2	28.5	13.5	22.7	6.2	25.6
Cartersville	2.8	3,927	30.5	14.4	30.5	28.4	21.7	30.0	8.3	29.2	Burko	6.8	2,051	80.2	55.8	12.4	20.6	5.7	10.0	1.7	8.6
Ben Hill	4.3	2,891	55.8	27.6	24.7	29.1	15.3	28.7	4.2	14.6	Butts	2.6	2,901	80.8	32.2	22.1	27.8	14.6	29.5	2.7	10.5
Fitsgorald	2.8	3,106	51.0	23.4	25.7	28.2	18.4	32.2	4.9	16.2	Calhoun	2.6	2,160	77.1	50.9	13.8	21.7	7.0	17.7	3.1	9.7
Berrien	3.7	2,722	58.8	30.8	26.6	33.2	10.9	21.8	8.7	14.2	Garaden	2.5	3,053	55.0	25.7	22.3	24.8	18.1	32.3	4.6	17.2

Before using these figures, see explanation page 11

GEORGIA — Income Breakdown of Consumer Spending Units — (Continued)

No.	Total	In-	WILLIAM	NET INCOME	GROUPS, 195	54	lel lel	Total	In- come		NET INCOME	GROUPS, 19	54
COUNTIES	Con- sumer	per Con-	\$0-2,499	\$2,600-3,999	\$4,000-6,998	\$7,000 & Over	CITIES	Con- sumer	per Con-	\$0-2,499	\$2,500-3,999	\$4,000-6,999	\$7,000 & Ove
	Units (thous.)	Unit \$	% In- Units come	% in-	% in- Units come	% in- Units come		(thous.)	Unit 5	% In- Units come	% in- Units come	% in-	% In-
Candler	2.3	2,412	69.5 41.1	18.1 25.5	9.6 21.8	2.8 11.6	Jasper	2.0	2,508	68.5 39.0	17.1 23.2	10.5 22.8	3.9 18.0
Carroll	10.1	2,814	55.8 28.3	27.7 33.4	18.0 25.2	3.5 13.1	Jeff Davis	2.6	2,442	65.3 36.2	25.5 35.4	7.0 15.6	3.2 10.8
Catoosa	4.6	3,761	33.4 12.7	33.7 30.4	26.6 28.5	6.8 18.4	Jefferson	5.1	2,280	71.4 44.7	18.8 28.0	7.8 18.5	3.3 13.4
Charlton	1.3	3,133	49.8 22.7	32.7 35.5	12.4 21.6	5.1 20.3	Jenkins	2.8	2,309	78.6 45.5	15.0 22.0 14.6 23,6	8.1 19.1 5.6 14.8	1.8 8.8
Chatham	56.4	3,884	41.5 15.2	27.8 24.4	23.2 31.0	8.5 29.4 8.8 29.9	Johnson	1.9	2,094	78.0 \$3.1 61.7 \$1.7	22.8 27.8	9.9 19.4	8.6 21.1
Savannah Chattahoochee	45.1 10.3	3,920	40.9 14.9 74.6 46.9	28.1 24.3 14.0 21.0	22.2 30.9 8.0 19.1	3.4 13.0	Lamar	3.1	3,406	46.4 19.5	37.8 27.7	10.4 31.0	6.4 21.1
Chattooga	6.7	3,408	41.2 17.3	32.0 31.9	21.4 34.1	5.4 18.7	Lanier	1.4	2,409	68.7 40.7	21.7 30.7	6.8 15.2	2.8 13.4
Cherokee	6.2	2.913	51.4 25.2	30.4 35.5	14.9 27.8	3.3 11.4	Laurene	8.9	2,487	68.4 30.2	19.1 28.1	0.6 21.1	2.9 13.6
Clarke	16.3	3,223	56.6 25.1	20.8 21.9	16.4 27.7	6.2 25.3	Dublin	4.0	2,968	56.2 27.0	24.3 27.7	14.8 27.2	4.8. 18.1
Athens	14.1	3,198	57.4 25.6	20.3 21.6	16.1 27.5	6.2 25.3	Lee	1.6	2,140	77.3 51.5	13.9 22.1	8.2 18.6	1.0 9.1
Clay	1.5	2,337	71.5 43.6	17.6 25.6	7.4 17.3	3.5 13.5	Lincoln	1.7	2,398	67.0 39.8 65.7 38.8	22.9 32.5 23.0 32.3	9.1 20.4	3.3 8.1
Clayton	8.8	4,165	29.6 10.2	29.9 24.4	31.5 41.1	9.0 24.3							
Clinch	1.0	2,938	59.3 28.8	24.8 28.7	9.7 17.9	6.2 24.6	Long	1.1	2,249	71.5 45.4	19.7 29.8	6.8 16.4 15.8 26.7	8.0 23.
Cebb	23.7	4,332	31.1 10.2	30.4 23.9	28.9 38.3	9.6 29.6	Valdoeta	13.3	3,214	53.6 23.8 53.4 22.6	24.6 26.0 24.9 25.5	16.0 26.3	6.7 25.0
Marietta	7.2	4,725 2,574	27.4 8.3 64.3 35.7	28.9 20.8	31.5 36.2 10.8 22.7	12.2 34.7 2.7 12.3	Lumpkin	2.3	2,238	74.0 47.2	15.8 24.0	8.2 19.9	2.0 8.1
Douglas	3.1	2,859	58.8 29.3	24.2 28.8	13.2 25.1	3.8 16.8	McDuffie	3.5	2,887	58.3 28.8	22.4 28.4	14.4 27.2	4.9 17.0
Cloquitt	10.4	3,065	53.6 24.9	28.7 31.9	13.1 23.2	4.6 20.0	McIntosh	1.7	2,515	69.3 39.3	18.4 24.8	7.0 15.2	5.4 20.7
Moultrie	4.4	3,411	47.0 19.7	31.7 31.6	15.1 24.1	6.2 24.6	Macon	4.0	2,227	78.5 48.4	13.7 20.9	8.3 20.3	2.5 10.4
Columbia	2.8	3,106	50.3 23.1	29.6 32.4	14.5 25.4	5.6 19.1	Madison	3.3	2,399	65.6 39.0	24.3 34.4	8.1 18.3	2.0 8.1
Cook	3.2	2,864	60.4 32.4	27.1 34.5	9.0 18.3	3.5 14.8	Marion	1.6	2,133	75.7 50.7	17.8 27.5	5.0 12.7	3.0 9.1 5.0 17.1
Coweta	7.5	3,069	51.6 24.0		13.1 23.3	4.0 18.0	Meriwether	5.9	2,898	58.2 28.7	21.7 25.5	15.1 28.3	0.0 17.0
Newnan	2.9	3,397	47.5 20.0 67.2 38.9		6.4 14.3	6.1 25.1 3.6 16.3	Miller	2.5	2,348	69.9 42.5	19.9 28.8	7.3 16.9	2.0 11.6
Crisp	1.6 5.1	2,460	63.8 32.0	I CONTROL OF THE PARTY OF THE P	11.7 22.3	4.3 21.6	Mitchell	6.2	2,555	65.1 38.4	20.5 27.2	10.5 22.3	3.9 14.1
Cordele	3.4	3,000	60.8 27.9		13.6 24.1	5.4 25.2	Monree	3.3	2,882	58.4 28.9	23.4 26.4	14.8 28.0	4.4 18.7
1111	-	-,					Montgomery	2.0	2,194	73.9 48.1	18.3 28.4	5.2 12.8	2.6 10.7
Dade	2.1	2,786	57.8 29.8	22.9 28.0	16.3 31.9	3.0 10.5	Morgan	2.8	2,479	68.7 39.5	19.4 26.5	7.8 17.3	4.1 16.7
Dawson	.9	1,876	84.7 64.4		4.1 11.7	1.1 5.5	Murray	3.0	2,561	60.7 33.8	27.7 38.8	0.1 10.4	9.3 29.5
Decatur	7.2	2,800	58.1 20.6		13.5 28.2	3.8 14.3	Muscoges	49.5	3,997	39.1 13.9	27.9 23.8 28.8 23.5	23.8 32.4 24.5 32.0	10.2 32.0
De Kalb	55.6	5,959	24.8 5.9	Total or Section Co.	33.0 30.2	20.3 51.4 24.1 58.0	Columbus	30.7	4,169 3,386	36.5 12.5 43.0 18.3	33.5 33.8	19.2 31.0	4.3 16.0
Decatur Dodge	8.3	6,367 2,458	25.6 5.7 66.8 38.8	20.6 10.9	8.8 19.4	2.4 11.3	Oconee	1.9	2,401	66.5 39.5	23.4 33.1	7.4 16.0	2.7 10.0
Dooly	3.8	2,147	76.3 50.8		6.5 16.3	1.0 8.7	Ogletherpe	2.6	2,333	69.7 42.7	18.8 27.4	9.3 21.6	2.2 8.1
Dougherty	17.9	3,788	46.3 17.5		19.6 28.1	8.8 31.7	Out & Park Total			F 1363	1	13.00	
Albany	13.5	3,920	44.1 16.1	26.2 22.7	20.2 28.0	9.5 33.2	Paulding	2.9	2,536	62.6 35.2	28.1 30.9	11.9 25.6	2.4 8.3
Douglas	3.3	2,975	53.5 25.6		16.9 30.9	4.1 14.3	Peach	4.1	2,727	63.5 33.2	20.6 25.7	11.3 22.6	4.6 18.5
Early	4.6	2,450	69.4 40.3		10.2 22.4	3.6 14.0	Pickens	2.4	2,734	53.5 28.0	32.4 40.2 23.2 29.5	12.0 23.8 10.3 21.1	4.4 16.3
Echels	.7	2,346	67.4 41.0	20.4 28.6	11.3 28.0	1.0 3.4	Pierce	2.7	2,670	62.1 33.2 66.0 38.4	23.2 29.5	10.1 22.4	2.5 9.1
Effingham	2.8	2,486	66.2 37.9	19.9 27.3	10.7 23.5	3.2 11.3	Polk	8.9	3,299	42.9 18.6	84.5 35.5	18.5 30.6	4.1 15.3
Elbert	5.1	2,985	55.2 26.4		15.6 28.4	5.0 17.6	Cedartown	3.0	3,796	33.5 12.6	36.2 32.4	23.9 34.2	6.4 20.1
Emanuel	5.5	2,333	69.6 42.6		8.3 19.1	2.3 9.3	Pulaski	2.5	2,628	64.0 34.8	18.8 24.3	13.0 28.9	4.3 14.0
Evans	1.7	2,289	69.8 43.5	20.9 31.1	7.3 17.4	2.0 8.0	Putnam	1.9	2,915	56.6 27.7	23.7 27.6	15.5 28.9	4.2 15.8
Fannin	4.2	3,028	50.2 23.7	The second second second	18.1 32.5	3.8 12.6	Quitman	.7	2,292	70.1 43.6	20.4 30.2	7.9 18.8	2.0 7.4
Fayette		3,039	53.6 25.2		15.7 28.1	5.3 18.3	Rabun	2.1	2,296	71.0 44.1	17.9 28.5	9.1 21.6	3.0 7.0
Fleyd	20.9	3,882	41.3 15.2		23.0 32.3	8.2 28.5 9.7 32.6	Randelph	3.8	2,315	72.0 44.4	18.5 27.1	8.9 14.0	3.6 14.6
Rome	11.0	1,968	38.5 13.3 80.8 58.5		4.3 11.7	1.3 6.1	Richmond	58.2	3,692	43.2 16.7	28.1 25.9	20.5 30.2	8.3 27.2
Franklin	3.8	2,305	69.6 43.1		7.0 16.5	2.3 9.3	Augusta	31.7	3,719	42.5 16.3	29.2 26.7	20.0 29.3	8.3 27.7
Fulton	100000000000000000000000000000000000000	4,630	34.7 10.7		24.2 28.4	13.1 40.3	Rockdale	2.4	3,098	48.9 22.5	31.7 34.8	14.2 25.0	5.2 17.7
Atlanta	179.4	4,695	34.0 10.3	The second second	25.0 29.0	13.6 40.9	Schley	1.0	2,431	65.2 38.3	22.9 32.0	9.8 20.8	2.6 8.1
East Point	9.1	5,260	25.0 6.8		33.3 34.5	17.5 43.1	Screven	4.5	2,118	77.7 52.3	14.1 22.7 23.0 28.9	6.1 15.7 9.1 18.3	4.2 19.1
College Park	5.8	5,328	18.6 5.0	24.3 15.5	40.1 40.9	17.0 38.6	Seminote	10.1	2,699 3,969	63.7 33.7 35.1 12.6	31.3 28.6	25.5 34.8	8.1 26.0
Gilmor	2.4	2 254	68.3 43.2	24.6 37.1	5.5 13.3	1.6 0.4	Griffia	8.0		36.0 12.3		22.5 29.4	10.1 32.0
Glascock	2.4	1,964	68.3 43.2 79.2 57.8		3.2 9.0	.9 4.8	Stephens	6.5	3,329	45.7 19.6		20.6 33.6	5.0 17.
Glynn		3,685	41.5 16.1	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	21.5 31.7	7.2 24.7	Stewart	2.4	2,164	77.8 81.3	13.3 20.9	6.3 15.9	2.6 11.1
Brunswick		3,663	41.6 16.2		20.5 30.4	7.2 24.9	Sumter		2,824	63.3 32.0	18.9 22.7	13.2 25.5	4.6 10.1
Gersten		2,652	57.8 31.1		10.7 22.0	2.4 9.6	Americus	4.3	3,180	55.0 24.7	22.3 23.8	16.7 28.6	6.0 22.
Grady	5.3	2,601	62.0 34.0		9.8 20.6		- I SANGE	1		1000 000	00.0 00.0	80 440	2.7 11.
Greene		2,717	59.9 31.5		13.1 26.2		Talbet	2.0		70.8 44.0		5.9 14.0 8.4 19.9	2.7 11.1
Gwinnett	9.5	3,216	47.0 21.2			4.8 16.8 2.0 7.5	Taliaforro		2,288	68.7 43.4		6.7 16.1	1.4 5.
Habersham		2,653	57.2 30.7 46.2 19.3		12.2 25.1 18.9 30.2		Taylor					8.3 20.4	1.5 8.
Hall	5.9	3,414	45.0 17.8			1	Telfair				1	8.4 18.6	3.2 13.
Hanceck	2.4	2,027	79.8 56.2		8.3 14.2		Terrell			71.3 42.6	16.4 23.4	8.7 19.9	
	1200	169	bert			THE REAL PROPERTY.	Thomas					13.7 24.8	4.7 19.
		140	Section 1	1 - 10		1	Thomasville						
Haraleon		3,042	51.1 24.0				Tin					13.2 24.0	
Harris	2.8	2,713	62.5 32.6			3.0 18.9	Tifton					9.8 20.9	
Hart		2,480	64.6 37.1				Teambs					3.0 8.8	1
Heard		2,231	70.0 44.6 61.1 31.5				Troutlen				A COLUMN TO THE REAL PROPERTY.		
		1 4,101	Aura agra	20.0 40.0			11 -						
Henry			41.6 18.4	25.9 24.3	25.6 38.5	6.9 20.8	Treum	. 15.8	3,930	37.5 13.6	31.3 27.0	23.4 31.0	0.0 40.
		3,619	41.6 16.4 63.9 33.1			1 1 1 3 1 4 2 1 L	La Grange			34.3 11.6		24.1 31.7	10.1 30.

GEORGIA — M Income Breakdown of Consumer Spending Units — (Continued)

	Total	fn- come			ET IN	COME	GROU	PS, 19	54			Total	In-		,	NET IN	COME	GROU	PS, 19	64	
COUNTIES	Con- sumor Units (thous.)	per Con- sumer Unit \$	90-2 % Units	% in- come	\$2,500 % Units	3,999 % in- come	\$4,000 Units	% In- corne	\$7,000 Units	& Over %	COUNTIES CITIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	90-2 % Units	2,498 % in- come	\$2,500 Units	-3,999 % (n-	\$4,000 % Units	% In-	\$7,000 Whits	% In-
Turner	3.0	2,847	65.5	35.3	21.0	27.0	9.3	10.1	4.2	18.6	Wheeler	1.8	2,432	68.7	40.3	20.8	29.1	6.9	15.5	3.6	15.1
Twigge	2.0	2,488	61.0	35.0	28.0	39.4	8.3	18.0	1.9	7.6	White	1.6	1,986	79.6	57.8	14.7	25.5	5.1	14.1	.6	2.6
Union	1.9	2,067	75.5	52.1	19.1	31.5	4.5	11.9	.9	4.5	Whitfield	11.3	3.002	37.0	14.5	36.0	33.4	21.8	32.3	5.2	19.8
Upson	7.3	3,746	36.1	13.7	33.0	30.0	24.7	36.0	6.2	20.3	Dalton	5.9	3.977	33.8	12.1	35.2	30.1	24.2	33.1	6.8	24.7
Thomaston	2.2	3,960	37.7	13.6	33.4	28.7	20.5	28.1	8.4	29.6	Wilcox	2.6	2,294	70.0	43.5	20.9	31.0	7.0	16.7	2.1	8.8
Walker	12.5	3,900	35.3	12.9	34.0	29.6	23.0	32.1	7.7	25.4	Wilkes	3.3	2,403	70.2	41.6	18.2	25.8	8.2	18.6	3.4	
Walton		2,848	55.7	27.9	23.8	28.4	17.7	33.8	2.8		Wilkinson	2.8	2,758	54.7	28.3	30.2	37.2	12.3		2.8	2227
Ware	9.7	3,549	44.7	18.0	27.6	26.4	21.2	32.5	6.5	23.1	Worth	5.2	2,297	73.3		16.9	25.0	8.7	15.9		13.6
Wayerom		3,739	41.7	15.9	27.8	25.3	23.2	33.6	7.3	25.0					77.7	1		-			
Warren		2,282	70.4	44.1	20.2	30.1	7.0	16.6	2.4		Total Above										
Washington		2.231	73.2	48.9	17.5	26.6	7.0	17.0	2.3	395	Cities	480.4	4,228	38.5	13.0	27.5	22.1	23.1	29.8	10.9	35.1
Wayne		2,813	58.1	29.5	25.7	31.D	19.3	23.8	3.9				.,	-			-				
Webster		2,114	82.8	55.8	10.1	16.3	2.6	6.8	4.5	2200	State Total	1155.3	3,563	48.5	19.4	25.6	24.5	18.4	28.3	7.5	27.8

IDAHO — Counties and Cities — (Other Mountain States: Arizona, Colorado, Montana, New Mexico, Utah, Wyoming.)

		Pop.	N	TUMBE	R OF O	TLET				Pop.	B	VUMBE:	R OF O	UTLET	a.
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Blackfoot	Bingham	5.7	18	5	7	14	4	Lewiston	.Nez Perce	13.7	42	8	14	24	8
Boise	Ada	39.2	79	9	29	44	12	Moscow	.Latah	11.6	13	5	5	11	5
Burley	Cassia	6.2	14	4	9	18	3	Nampa	.Canyon	17.7	49	6	13	21	5
Caldwell	Canyon	11.8	31	3	6	22	4	Pocatello	. Bannock	28.8	67	9	19	24	10
Coeur d'Alen	eKootenai	13.3	48	3	15	13	4	Twin Falls	.Twin Falls	19.3	45	6	19	31	7
Idaho Falls.	Bonneville	21.6	46	7	22	28	8	Weiser	. Washington	4.1	13	8	4	12	2

	Metro			ATION TIMATI	ES	Malla.	TIVE B					0	777	L SALES	-1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	Q.	Fami-	Urban- ized	Net	Œ	Per	Per	Dailars	QZ.	Goun-	(iu	FIVE ST	ORE GRO			Buying	Oual
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 600)	of U.S.A.	Cap- ita	Fam- lity	(add 000)	of U.S.A.	Salea Per Fam- ily	Food	General Mose.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Ada	180	78.6		24.6	84.6	121,351		0.6000	4,933	97,195	.0571	3,981	17,624	18,009	5,797	19,044	2,514	.0610	
△Boise		39.2	12000	13.1		73,269		1,800		81,636	.0180		12,464	14,484	5,095	17,946	2,258	.0338	
Adams		3.2			****	4,451			4,946	2,483	.0015		945	124	48		79	.0018	
Pocatello		45.0 28.8		12.6 8.2		69,218 48,968			5,493 5,972	81,087 42,416	.0249		11,908 8,819	4,854 4,481	3,387 3,218	9,515 8,478	1,492	.0283	
Bear Lake		6.8	.0042	1.8		7,000			3,732	7,437	.0044	3,914	1,238	482	247	1,751	239	.0035	83
Benewah		8.6	.0038	1.0		7,283			4,552	5,553	.0033		1,454	651	103	828	40	.0032	
Bingham		27.1	.0166	8.7		33,134			4,945	23,000	.0135	3,433	4,896	1,961	1,028	5,210	610	.0139	2
Blackfoot		8.7	.0035	1.6		8,424	.0034	1,478	5,265	15,000	.0080		2,857	1,065	710	4,375	401	.0051	146
Blaine		8.2	.0032	1.4		7,040	.0028	1,354	5,029	8,480	.0036	4,629	1,433	795	225	1,373	155	.0032	100
Bolse		1.8	.0011	.0		2,092	.0008	1,162	3,487	1,124	.0007	1,873	405	58	98		100	.0009	82
Benner		14.9	.0002	4.6	24.4	15,436	.0062	1,036	3,386	13,132	.0077	2,855	3,390	702	347	2,991	310	.0072	78
Bonneville		34.0	.0208	9.7	3.2	49,400	.0196	1,453	5,093	54,429	.0320	5,611	9,211	6,038	2,587	12,817	1,056	,0236	4
Idaho Falle	1	21.6		0.0		34,359	.0137	1,501	5,206	52,930	.0311		8,809	4,696	2,474	12,817	1,056	.0188	
Boundary		5.8		1.6		6,285			3,928	8,576	.0038		1,780		257	1,381	78	.0031	
Butto	.1	3.2	.0020			3,481	.0014	1,000	4,351	2,009	.0012	2,886	487	129		384	32	.0015	78

A and A See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

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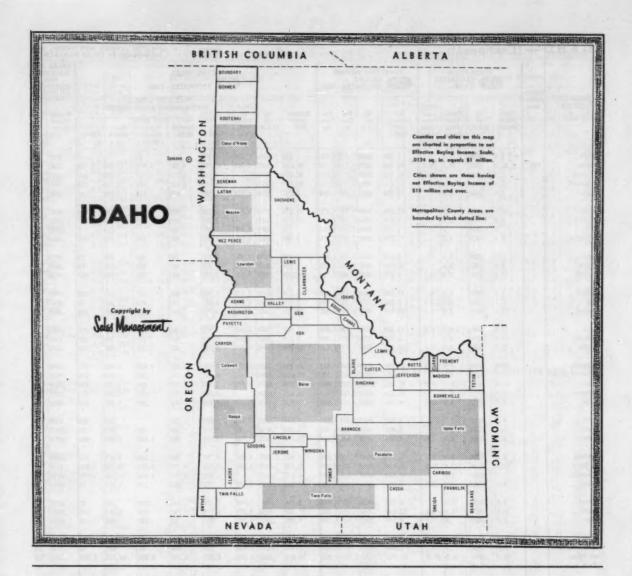
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Chamber of Commerce

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Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

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SELLERS'
MARKET

		0	POPULA ES 1/1	TION TIMATI	ES	# ATT .	TIVE BI					0	773	SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan										-	Coun-	/le	FIVE ST	ORE GRO		-		
CITIES	Area	Totai (thou- sands)	of U.S.A.	Fami- lies (thou- sands)	ized Popu- lation (thou-	Net Dollars (add 000)	% of U.S.A.	Per Cap- ita	Por Fam- ily	Dollars (add 000)	of U.S.A.	Sales Per Fam-	Food	General Mdss.	Furn House-	Auto- motive	Drug	Buying Power Index	Quai ity in- dex
					sands)							ily	- 1		Radio				
Camas		1.3		.3		2,049		1,876		993	.0006	3,330	170		. 55		40	.0007	88
Canyon	180	57.4	.0353	18.9		69,948		1,219	100000	64,934	.0382	3,845	13,093	6,996	2,678	17,970	1,738	.0325	
Nampa		17.7	.0109	5.5		24,305		1,873		32,424	.0190		8,115	3,738	1,511	9,524	850	.0127	113
Caldwell		11.8	.0073	3.8		17,998		1,525		24,431	.0144	4 600	4,340	2,481	961	8,135	725	.0094	
Caribou		7.4	.0045	2.0	****	10,698	.0043	1,448	5,349	8,257	.0054	4,629	1,484	973	140	1,865	54	.0347	104
Cassia		15.0	.0002	4.1	6.2	17,259	.0068	1,151	4,210	19,554	.0110	4,779	3,338	982	1,017	4,190	454	.0087	91
Burley		6.2	.0038	1.9		8,805		1.420		16,973	.0100		2,239	485	610	3,970	335	.0055	145
Clark		.9	.0006	.2		1,110	.0005	1,233	5,580	774	.0004	3,870	167	101		275		.0005	83
Clearwater		8.0		2.3		11,776	.0047	1,472	5,120	5,990	.0035		1,325	661	. 234	1,456	277	.0044	90
Custon		3.3	.0020	1.0		3,552	0014	1,076	2 660	2,662	.0016	2,882	777	120	102	388	73	.0015	75
Guster Elmore		8.0		2.4		10,748			4,478	7,841	.0048		879	1,627	323	1,427	74	.0045	
Franklin		10.0		2.0		9,877	.0039		3,722	9,886	.0058		1,834	931	768	2,123	287	.9349	
								10											
Frement		9.1	.0058	2.8		10,548			4,219	9,314	.0055		1,845	542	267	1,562	283	.0049	
Gern		8.1	.0060	2.4		8,968			3,737	7,272	.0043		1,823	844	468	1,899	74	.0041	
Gooding		11.6	.0071	3.3	3.3	13,026	.0062	1,123	3,947	14,785	.0087	4,481	3,167	1,082	655	4,421	359	.0088	93
Idaho		11.5	.0071	3.3	2.6	13.327	.0053	1,190	4,038	11,087	.0068	3,380	1,913	1,238	456	1,853	213	.0080	81
Jefferson		11.2		2.8	1	9,504			3,394	8,019	.0047		1,878	688	237	985	287	.0047	08
Jerome		13.0		3.4		14,022	.0005	1,079	4,124	14,895	.0066	4,410	3,232	887	1,059	3,631	349	.0070	88
Massanal	1		0480			94 994	0193		4,354	28,005	0184	3,303	7,640	1,801	1,030	4,938	703	.0146	94
Cour d'Alene.		25.3 13.3		7.9		34,394 90,871			4,743	19,229			5.051	1,601	1.030	4,696		.0092	
Latah		21.3	110000	6.1		32,472			5,323	19,388			4,395		832	3,740		.0125	
Moscow		11.6		3.1		20,468			6,603	14,676			2,936	1,777	645	3,074		.0081	1
Lombi		0.1	.0037	1.6	1	6,452			3,584	5,910			1,726	487	265	1,401			70.00
					-									1					
Lowis	. 6	4.2		1.2		8,327			6,939	4,291			647	128		167	165		1
Lincoln		4.1		1.1	1	5,824			4,567	3,311			758		102	418			
Maillant		9.6	.0060	2.5	4.5	9,656	.0038	1,000	3,862	12,116	.0072	4,846	1,900	882	1,034	2,699	288	.0051	3 90
Minidoka		9.6	.0050	2.5	3.1	10,744	.0043	1.111	4,298	8,907	.0052	3,583	1,797	553	355	2,471	218	.0041	92
Nez Perce		23.7		7.5		39,200			5,235	41,579		46000	6,985		1,945	12,205			
Lewiston		13.7		4.8	2000	26,380			5,496	39,597			6,071	4,621	1,945	12,205			
Oneida		4.1				4,564			4,149	11 11 11 11 11 11 11 11		4,168	823		116	1,021			
Orendana			0040						2 014		0001	2 000	1 100	200	259	200	87	.0030	0 71
Owyhee		6.5	2777			8,483 12,608			3.814	5,264 11,063			1,556		483	2,611			
Payette		12.3		3.0		5,548			6,164	4,638			817		133	465			
	1					4 3 6						1		20					
Shoshone		23.2				38,884			5,635				7,794		868	4,419			
Teton	1	3.0		1		2,830			4,031	2,551			827		47	645			7
Twin Falls		19.3				82,952 31,987			5,077	80,470 46,219			8,987 5,761		2,588 2,169	14,978			
		1		3.0						- 77		2						-	1
Valloy		4.1				5,924			4,937	8,277			1,390		189	857			
Washington	1	8.3	1	2.5		9,566			3,827	13,324			1,702		911	3,588		.0053	
Weiser	1	4.1	.0021	1.3		5,311	.0021	1,29	4,085	12,133	.0071		1,463	1,615	608	3,589	153	.0037	7 149
Total Above Citie	10	193.0	.1187	60.6	5	321,145	.1280	1,664	5,299	397,763	.2336		65,624	45,119	20,976	102,432	9,799	.1579	9 133
State Total		819.1	.3806	170 4	275.1	828,173	2200	1 220	4,629	700,782	417	3,987	143,934	71,616	33,758	188 400	17.234	,386	3 94

			-		-		-										-
△Boise	180	136.0	.0837	41.5	84.1	191,299	.0762 1,407 4,610	162,189	.0953	3,908	30,717	22,055	8,475	37,014	4,252	.0035	100
Total of Acce	-	490 A	0000	A1 8		101 000	.0782 1,407 4,610	100 100	0053	2 800	20 717	99 788	9 478	37 014	A 282	0935	100

Total of Area.... | 133.0 .0837 41.6 84.1 191,290 .0782 1,407 4,610 162,180 .0833 3,900 30,7 IDAHO — Income Breakdown of Consumer Spending Units

	Total	in- come	8.		IET IN	COME	GROU	PS, 19	34				Total	In-		NET INCOME GROUPS, 1934								
COUNTIES	Con- sumer Units (theus.)	Con- sumor Unit	\$0-2 % Units	,499 % In- come	\$2,500 % Units	-3,990 % In- come	\$4,000 % Units	-6,990 % In- como	\$7,000 % Units	& Over		COUNTIES	Con- sumor Units (thous.)	Con- sumar	\$3-2 Whits	,489 % In- coma	\$2,500 Whits	-3,998 % In- coma	\$4,000 Whits	-6,999 % In- come	\$7,000 % Units	& Ove		
Ada	28.9	4,511	26.8	8.0	26.3	18.6	33.3	36.7	14.6	38.7	-	Bingham	7.4	4,475	24.5	7.3	39.9	22.1	31.3	35.9	13.3	34.7		
Boiss	15.5	4.724	27.1	7.7	24.1	18.3	31.8	34.5	17.0	41.8	- []	Blackfoot	1.9	4,834	23.3	8.8	30.7	21.7	33.9	38.3	13.1	33.4		
Adams	1.1	4.152	31.6	10.2	26.4	20.4	32.3	39.8	9.7	29.6	- 11	Blaing	1.8	3,841	31.4	11.0	27.6	23.6	31.0	41.3	10.0	24.7		
Bannock	14.1	4,903	22.7	6.2	20.5	13.4	39.1	40.9	17.7	39.5	- 11	Baise	.7	3,072	46.0	20.1	26.7	27.8	21.4	35.8	5.9	10.3		
Pocatello	9.9	4,934	23.1	6.3	19.9	12.9	38.8	40.3	18.2	40.5	- 11	Bennse	4.7	3,394	41.0	18.6	29.2	28.3	24.0	37.3	5.8	17.8		
Boar Lake	1.9	3,763	28.9	10.3	33.6	28.6	28.0	38.1	9.5	23.0	-11	Bennoville	10.3	4,820	22.7	6.3	27.4	10.2	35.0	37.3	14.0	38.2		
Bonowah	2.0	3,688	37.9	13.9	24.9	21.8	27.8	39.0	0.4	25.3	-	Idaho Falls	7.1	4,839	23.0	5.4	28.3	17.4	35.5	37.6	15.2	38.6		

O SM, 1955.

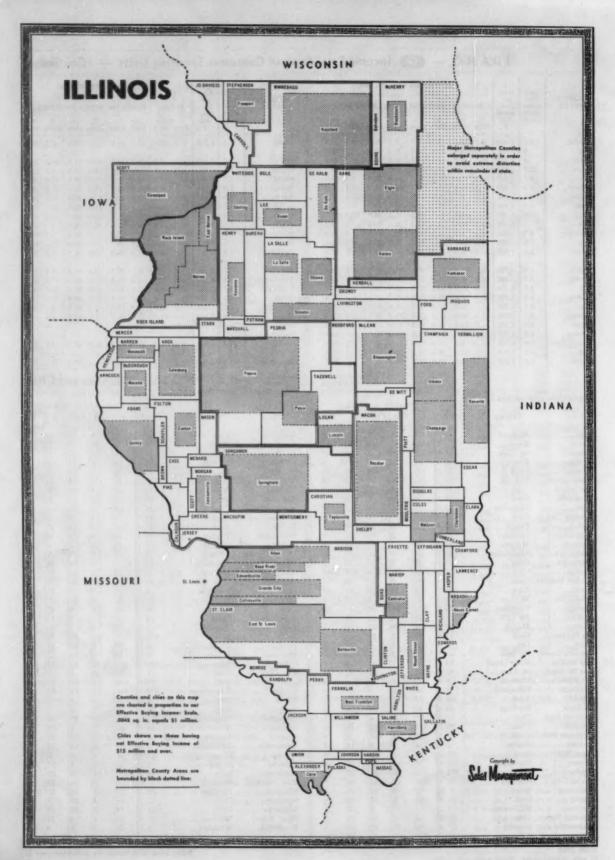
Before using these figures, see explanation page 11

IDAHO — Income Breakdown of Consumer Spending Units — (Continued)

	Total	In- come		N	ET IN	COME	GROU	PS, 191	54			Total	In-	11		ET IN	COME	GROU	PS, 191	14	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2 % Units	,499 % in- come	\$2,500 % Units	-3,999 in- come	\$4,000 Whits	-6,999 % in- come	\$7,000 Units	% In-	COUNTIES	Con- sumer Units (theus.)	per Con- sumer Unit \$	\$0-2 Wnits	2,499 % in- come	\$2,500 % Units	-3,999 5 In- come	\$4,000 Whits	-8,999 55 In- come	\$7,000 d	& Over
Boundary	1.7	3,631	35.2	13.0	29.1	25.7	26.0	36.7	9.7	24.6	Lemhi	2.0	3,223	41.7	17.4	33.7	33.5	17.7	28.1	6.9	21.0
Butte	.9	3,902	32.2	11.1	32.6	26.7	23.5	30.9	11.7	31.3		0000		2011		1		-			
Camas	.6	4,165	30.1	9.7	82.1	24.7	20.9	25.8	16.9	39.8	Lewis	1.4	5,839	23.0	5.3	24.5	13.5	29.0	25.4	23.5	80.8
Canyon	17.7	3,944	33.4	11.4	29.0	23.5	27.7	36.0	9.9	29.1	Lincoln	1.3	3,786	28.8	10.2	34.5	29.2	28.0	37.9	8.7	22.7
Nampa	8.2	3,937	34.0	11.6	26.7	21.7	20.9	38.9	0.4	27.8	Madison	2.4	3,943	34.3	11.7	27.1	22.0	27.0	35.1	11.6	31.2
Caldwell	4.3	4,222	23.5	10.6	25.1	19.1	28.2	34.2	13.2	36.1	Minidoka	2.8	2,907	27.9	9.6	35.0	28.7	26.1	34.2	11.0	27.5
Caribou	2.1	5,148	21.9	5.7	28.3	17.6	31.8	31.7	18.0	45.0	Nez Perce	8.5	4,640	27.8	8.1	22.8	15.7	34.4	38.0	15.0	38.2
Cassia	4.3	4,024	33.0	11.0	30.5	24.3	25.6	32.6	10.9	32.1	Lewiston	5.6	4,743	27.5	7.8	22.1	14.0	34.3	37.1	16.1	40.2
Burley	2.0	4,392	27.7	8.4	27.7	20.2	31.3	36.8	13.3	34.8	Oneida	1.1	4,153	29.1	9.4	28.2	21.7	28.7	35.4	14.0	33.8
Clark	.3	3,592	28.8	10.8	38.5	34.3	24.9	35.6	7.8	19.3	Owyhee	2.0	3,172	42.6	18.0	33.0	33.3	18.3	29.6	6.1	19.1
Clearwater	2.9	4,093	26.6	8.7	28.8	20.8	35.2	44.1	11.6	26.4	Payette	3.7	3,363	38.1	15.2	33.8	32.2	21.0	32.0	7.1	20.8
Custer	1.0	3,489	40.9	15.7	28.2	25.8	20.5	30.2	10.4	28.3	Pewer	1.1	5,007	29.7	8.0	23.7	15.2	29.0	29.6	17.6	47.2
Elmore	2.6	4,097	25.3	8.3	31.2	24.4	33.1	40.1	11.4	27.2	Shoshone	8.2	4,763	16.8	4.8	22.8	15.3	47.2	50.7	13.2	29.2
Franklin	2.6	3,735	30.7	11.0	31.2	26.8	30.1	41.3	8.0	20.9	Teton	.8	3,538	29.4	11.2	40.3	36.5	24.3	35.2	6.0	17.1
Fremont	2.5	4,161	28.5	9.2	30.2	23.2	27.7	34.1	13.6	33.5	Twin Falls	13.8	4,563	26.3	7.7	29.2	20.5	30.5	34.3	14.0	37.8
Gem	2.6	3,464	35.9	13.9	30.2	27.9	26.8	39.7	7.1	18.5	Twin Falls	. 6.7	4,770	24.6	6.9	25.2	16.9	34.7	37.4	15.5	38.8
Gooding	3.5	3,751	32.4	11.6	30.5	26.0	27.7	37.8	9.4	24.6	Valley	1.3	4,546	23.7	7.0	21.8	15.3	43.1	48.6	11.4	28.1
Idahe	3.4	3,889	34.1	11.8	24.0	19.7	30.5	40.2	11.4	28.3	Washington	2.6	3,689	36.9	13.4	28.7	24.9	26.3	36.6	8.1	25.1
Jefferson	2.7	3,569	38.4	14.4	29.0	26.0	23.2	33.4	9.4	26.2	Weiser	1.4	3,815	34.3	12.1	25.9	21.7	31.3	41.9	8.5	24.1
Jergene	3.7	3,756	31.3	11.2	32.0	27.3	27.3	37.2	9.4	24.3		-	-	-		-	_	-		-	
Kootenai	8.5	4.067	32.5	10.7	25.8	20.3	31.4	39.6	10.3	29.4	Total Above										
Coeur D'Alene	4.8	4,383	29.2	9.0	24.0	17.5	34.3	40.1	12.5	33.4	Cities	. 70.8	4,534	28.2	8.3	24.3	17.2	32.9	37.2	14.6	37.1
Latah.,	8.6	3,794	38.2	13.5	25.3	21.4	26.5		10.0	29.3	-	-	-	-		-	-	-		-	-
Mrseow	5.6	3,673	41.3	15.1	24.5	21.3	24.5	34.2	9.7	29.4	State Total	. 195.9	4,226	29.1	9.4	27.5	20.8	30.8	37.4	12.2	32.4

(Other East North Central States: — ILLINOIS — Counties and Cities Indiana, Michigan, Oilo, Wisconsin.)

Illinois state n	nap—pages 328, 331	Pop.	N	UMBEI	OF O	UTLET	S		Pop.	N	UMBEI	R OF O	UTLET	S
City	County	thous.)	F	GM	FHR	A	D	City County	thous.)	F	GM	FHR	A	D
Alton	Madison	34 1	118	18	26	22	18	Kankakee Kankakee	28.0	82	9	20	30	1
	Kane			13	25	37	18	. Kewanee Henry		53	11	7	23	
	St. Clair			10	26	31	15	La GrangeCook		29	6	12	12	
	Boone			4	6	14	5	La Salle La Salle		58	5	17	13	
	Cook			12	20	22	17	Lincoln Logan		54	6	15	22	
	McLean			14	31	34	16	MacombMcDonough		34	9	14	14	
	Cook			5	6	16	7	Marion Williamson		44	5	13	20	
	Cook			4	8	4	5	MattoonColes		75	11	16	29	
	Alexander			6	14	12	10	MaywoodCook		64	6		11	
	Cook			-	3	12	1	Melrose ParkCook		28	5	7	2	
	Fulton			8	14	18	6	MolineRock Island		108	18		28	
	Jackson			5									18	
						15	5	MonmouthWarren		32	8			
	Marion			7	13		6	MorrisGrundy		34	6		14	
	Champaign			8		33	16	Mount CarmelWabash		29	2	-	20	
	Coles			7	4.0	15	4	Mount VernonJefferson		76	8	19	18	
	Cook			838		948		MurphysboroJackson		44	4	12	10	
	itsCook			9		20	5	Oak ParkCook		146			32	
	Cook			20		31	25	Olney Richland		34	5		21	
	Madison			3		10		OttawaLa Salle		66	9		22	
	Vermilion			16		41	16	Paris Edgar		46	7	9	17	
	De Kalb			9		19		Park RidgeCook		33	2	8	11	
	Macon			20		56		PekinTazewell		72	8		26	
Des Plaines	Cook	. 23.8		5	10	13	5	PeoriaPeoria	. 114.8	335	33	71	75	
Dixon	Lee	. 11.5	39	7	9	15	4	Pontiac Livingston	. 8.9	33	4	11	14	
Downers Grov	e Du Page	. 15.9	29	3	6	10	4	PrincetonBureau	. 6.1	23	8	14	17	
East Moline	Rock Island	. 14.5	32	7	5	8	4	OuincyAdams	45.1	140	12	22	35	1
East St. Louis	St. Clair	. 85.3	3 362	36	37	37	47	River ForestCook	11.5	11	3		1	
	Madison		30	5	6	9		Rock Island Rock Island		144			39	
	Effingham		3 18	- 6	5	21	5	RockfordWinnebago		331			67	
	Kane			1.3	27	26		Salem Marion		29			9	
	Du Page		6 40	7		14		SkokieCook		25			4	
	kCook		39	4	4	- 8		SpringfieldSangamon		267			64	-
	Cook			17	65	36		Sterling Whiteside					13	
	k. Cook			1		1	3	Streator. La Salle.					22	
	Wayne			2		14	1	Taylorville Christian				13	13	
	Cook			5		5		UrbanaChampaign		39		0	8	
	Stephenson			11		25		Watseka Iroquois		2.0		2	11	
	Knox			16		27				100		22	26	
	Madison			12		28		WaukeganLake						
				5				West Frankfurt. Franklin						
	Saline			6		19		WheatonDu Page				11	10	
	Cook			0	16	10		WilmetteCook					1	
	Williamson			5	- 8	14		WinnetkaCook				25		1
	kLake			5		14		Wood River Madison				6	11	4
	Morgan			10		24		Woodstock McHenry	. 7.8	26	3	8	5	1
Joliet	Will	. 58.1	213	16	32	44	25		1		1	1	1	1



\$20,000,000 Food Market! CHAMPAIGN-URBANA,

and 61% of all local food advertising is placed in the ...

25.897 Daily . Milline \$3.04 ABC Interim 12-31-54

A Lindsay-School Newspaper . Member The Illinois Color Co Jann & Kelley, Inc. . Nat'l Reps.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS - (Continued)

VIII STEVE		(I	POPULA ES 1/1	TION TIMATI	ES	AUTA I	TIVE B					•	277	SALES	1954			SALES A ADVERTING CONTRI	T18-
COUNTIES	Metro- politan Area	Total	- %	Fami-	Urban- ized	Not	. 5	Per	Per	Dollars	%	Coun-	(in	FIVE ST	ORE GRO			Buving	Oual-
		(thou- sands)	u.s.a.	(thou- sands)	Papulation (thousands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power	ity in- dex
Adams	219	67.8	.0417	21.7	47.3	90,767	.0361	1,339	4,183	72,532	.0427	3,342	15,990	8,180	2.812	13,507	2.067	.0392	94
△Quiney		45.1	.0277	14.7		67.092	.0267	1,488	4.564	62,855	.0370	1/1	12,905	8,047	2,474	11,373	2.038	.0300	106
Alexander	1	21.8	.0134	7.1	14.8	23,348	.0093	1.071	3.288	19,727	.0116	2.778	3,989	1,656	1.291	4.022	488	.0109	81
Cairo		14.6	.0000	4.8		17,987	.0072	1,232	3.747	16,277	.0096		2,973	1,123	1,291	3,448	444	.0083	92
Band		14.2	.0067	4.6	4.1	15,670	.0063	1,104	3,407	13,444	.0079	2,923	2,970	738	368	2,251	168	.0072	83
Boene	1134	17.8	.0110	5.4	10.2	28,388	.0113	1.595	5.257	18,459	.0108	3,418	4,495	823	510	3,891	353	.0111	101
Belvidere		10.2		3.1		18,140			5,497	14,971	.0088		3,968	470	510	3,891	383	.0075	119
Brown		6.7		2.1		8,213			3.571	8,088	.0048	3,517	1,356	435	244	2,084	89	,0030	95
Bureau		37.8				16.036			4.631	29,187	.0236	3.237	7.938	1.344	1,773	6,543	553	.0227	98
Princeton		6.1				11,841	.0017	1,941	5,382	14,925	.0088		2,702	882	855	3,291	57	.0058	153
Calhoun		6.4	.0040	1.1	8	5,840	.0021	913	3,247	4,610	.0021	2,561	965	453	387	856	61	.0028	70
Carrell		19.4	.0119	6.	3 5.2	27,710	.0110	1,421	4,400	22,671	.0134	3,599	4,921	808	508	3,311	147	.0119	100
Cnss		14.4	.0000	4.1	8 5.9	10,344	.0077	1,349	4,206	15,040	.0086	3,270	4,063	965	480	2,350	402	.0082	92
Champaign	184	120.1	.0738	31.	8 79.0	212,297	.084	1,788	6,676	124,910	.073	3,928	24,500	13,115	4,628	25,415	4,257	.0791	107
Urbans		69.7	.0489	18.	1	131,381	.058	1,88	7,859	38,010	.0870	9	18,790	12,426	4,895	19,037	3,844	.0581	181
△Champaign.		44.3	.0273	11.	3	82,43	.032	1,861	7,295	76,464	.0450	0	10,965	9,976	3,744	18,229	2,819	.0354	130
△Urbana		25.4	.0156	6.	8	48,946	.0190	1,927	7,198	21,546	.012	0	7,825	2,450	651	808	1,025	.0167	107
Christian		39.1	.0242	12.	7 15.8	60,470	.024	1,530	4,782	45,511	.028	3,584	10,714	1,988	2,065	10,070	804	.0249	103
Taylorville		9.6	.0056	3.	1	18,028	.007	1,878	5,815	21,600	.012	7	4,741	1,363	1,246	6,163	482	.0086	146
Clark	1	18.6	.0104	5.	6 5.6	20,699	.008	1,23	3,696	18,341	.009	2,918	3,248	451	836	2,658	258	.0091	88
Clay		17.3	.0106	5.	5 5.3	20,283			3,684	13,784	.008		2,382		487	3,163			
Clinton	1	23.0	.0141	6.	8 3.3	25,821	.010	1,12	3,797	17,033	.010	2,505	4,004	951	1,420	2,568	175	.0110	78

1 Centralia is in Clinton and Marion Counties. ▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

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nambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

KANKAKEE **ILLINOIS**

There are substantial reasons why fifteen national firms chose to locate in our particularly outstanding Midwestern community since World War II.

We will be pleased to serve you.

CHAMBER of COMMERCE KANKAKEE, ILLINOIS

IN THIS ISSUE

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Leading Counties	121-152
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FOR YOUR CONVENIENCE

We have compiled here, from the 1955 Sides Management "Survey of Busines Power", Market Data figures for the counties in Illinois and Indiana covered by W C I A. Channel 3 the number one TV market in Illimis ourside of Chicago.

WCIA MARKET DATA in CLASS "A" and "B" COVERAGE

A STATE OF THE PARTY OF THE PAR	POPULATION	FAMALUEE	INCOME:	METAIL SALES	COUNTY .	POPULATION	FRANKLISE	INCIME	RETAIL SALE
TUNNSIS			(464 000)	(A66 0000)	ILLINGIS			(A46) 000)	10440 COR
and the second	2,166	656	2302	2.256	Ratti	18.50	4300	19,674	12,15
Disampalings	128 706	371,8000	201290	DIRAGI	Future	2.100	700	2519	1,34
infoliar .	39 300	12,700	60,478	45,518	Sampanan	TELLESTE	45,000	235.348	178,67
Test	105,0000	5,000	20,599	16,341	Similar	Z4(000)	7(300)	28,929	19,275
Zay	2,595	825	3,039	2,064	Tanawall	36.200	26,700	147,326	66,36
AND	71,500	133,4660	61(771	45.333	Varmilian	90,000	28,700	142,464	101,95
resident	19,080	6,570	25,255	18,587	Will	17,748	5.146	30,090	20,04
amberland	10/100	3,206	0.212	5,026	. Woulford	27,400	6,300	371,738	22,71
MAKE	16,466	5,500	18,662	19,461	Total	1,485,946	458,141	2.351,970	1,639,514
congles	16,466	5,300	20,785	19,350			-	Appendix of the same	100000
Age	23,900	7,800	30,302	25,266	INDIANA			1/4/4/ (000)	1/4/4/ 000
Magdian	21,700	6,608	25,978	27,275				-	-
apolita	20,290	6,460	22,779	16,965	Bustow	11,700	3,400	17,613	12,12
and	16,300	5,100	22,183	18,967	Clay	11,900	3,950	16,563	9,12
officer	6,570	2,205	9,747	5,917	Promotoria	TBL300	6,000	24,185	17,25
randy	16,745	5,210	25,876	17,561	mpm	3,580	1,060	4,324	3,59
risqualis	331,300	10,500	46,315	35,914	Montgumery	25,048	8,385	41,351	30,138
the property	11,900	3,305	11,423	7,023	Newton	9,690	2,975	14,289	10,72
antidos .	79,900	25,400	114,393	96,905	False	15,300	4,300	17,991	11,681
eSieller	77,250	24,075	132,801	97/519	Putnam		1,725	7,252	5,874
integrated	37,500	111,200	56,478	38,346	Sullivan	6,360	2,310	8,117	5,782
and consen	32,400	8,700	42,379	30,359	Tippecanse .	64,550	18,683	124,184	82,64
School	78,100	24,300	130,494	102,559	Vermilion	20,900	7,100	23,588	18,140
tacon	104,800	34,800	184,196	140,338	Vigo	109,700	35,800	181,417	127,96
Recoupie	3,645	1,152	4,568	3,070	Warren	8,300	2,700	12,439	4,48
Constrail	11,050	3,485	15,700	10,600	White	1,860	600	2575	1,6
Accept - 17 421	13,158	4,386	18,866	15,998	Total	315,363	99,492	496,388	341,941
Assert	9,200	3,000	12,383	6,785	******	215 242	-	404 202	242 041
Acolinia .	23,700	8,025	29,291	23,084	INDIANA	315,363	99,492	496,388	341,941
Moutenia	167,760	4,100 51,930	18,205 314,504	10,783 203,679	TOTALS	1,485,946	458,141 557,633	2,351,976	2,001,457

ILLINOIS NUMBER 1 TV MARKET OUTSIDE OF CHICAGO

Covering Central Illinois and Western Indiana with 100,000 watts power on VHF Channel 3 from a 1,000 foot antenna located between Decatur and Champaign, Illinois.

OFFICIAL CBS OUTLET for BLOOMINGTON-CHAMPAIGN-URBANA-DANVILLE-DECATUR and SPRINGFIELD, ILLINOIS

The 34th station in U.S. in number of national accounts. (4th quarter Rorobaugh Report)

The 46th U. S. market in number of TV sets (Feb. 1955 Television Magazine)

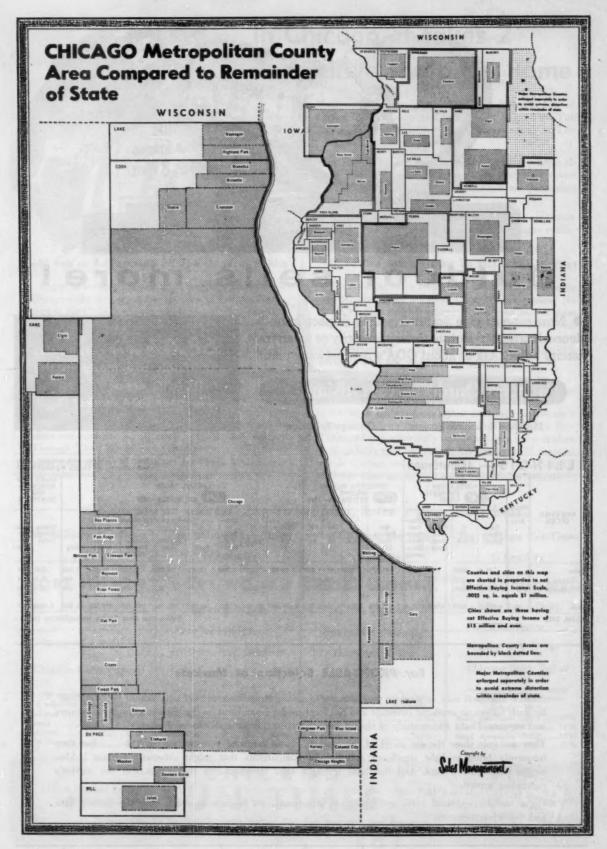
AFFILIATED WITH CBS-NBC-DUMONT TELEVISION NETWORKS

NATIONAL SALES REPRESENTATIVE: GEORGE P. HOLLINGBERY CO.

CA Channel 3

WCIA OFFICES: 509 S. NEIL ST.

The Above Statistics Confirm the Good Judgment of Present WCIA Clients and Invite the Consideration of Future Advertisers.





Outdoor sells more!

• Now cut-outs give you new selling impact in out-door advertising. Rotate them in one city or on an intercity basis! Ask us about GOA's new network plan!

General Outdoor Advertising Co.

General Offices
Harrison & Loomis Streets Chicag

Chicago 7, Illinois

68.4% of all retail sales in Illinois are made in the CHICAGO area!

—another GOA market

I L L I I O I 3 — Continue	ı	LLI	NO	15 -	Continued	1)
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The "SM" symbols mark original, exclu-

			POPULA ES 1/1	TIMATE	25	ACCUPATION IN	TIVE BI					•	777	SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total		Fami-	Urban- ized	Not	«	Per	Per	Dollara	%	Coun-	(les		ORE GRO			Buying	Ouai
		Total % of u.s.A.		of lies (thou-lation (thou-sands)			Net Dollars of Cap- (aid 600) U.S.A. Ita			(add 000)	u.s.A. Per Fam- ily		Food General House- Radio			Auto- motive Drug		Power	ity in- dex
Colos		41.9	.0258	13.4	30.1	61,771	.0246	1,474	4,610	49,533	.0291	3,696	10,012	4,286	2,188	13,294	1,040	.0261	101
Mattoon		20.3	.0125	6.3		32,428	.0129	1,897	5,147	30,347	.0178		5,980	3,349	1,320	9,134	680	.0143	114
Charleston		9.8	.0060	3.2		15,146	.0000	1,546	4,733	13,498	.0079		2,984	812	690	3,755	294	.0066	110
Cook	28	4,727.9	2,9063	1,474.9	4727.9	9,983,506	3.9794	2,114	6,776	8,288,587	35,984	4,284	1,344,797	1,160,350	297,224	918,898	190,860	3.6809	127

© SM, 1955.

Before using these figures, see explanation page 11

For PROFITABLE Selection of Markets

Since a market is only as good as your chances of selling it, its basic market data should be "weighted" by such factors as available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only show the *net worth* of the market . . . in terms of your selling chances . . . but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.

-If You're Advertising To The General Public

Latest in series of studies again confirms that no single Chicago daily newspaper reaches even half of your prospects in the Chicago and suburban market. But The Chicago Sun-Times combined with one other paper gives you 67% coverage-almost as much as some 3-paper combinations-and almost 12% MORE net coverage than any other 2-paper combination.

-If You're Advertising To Young Families

Adults below 45 are in the "years of acquisition." They are your livest market-but you miss more than you hit when you advertise in only one Chicago daily newspaper. Through The Chicago Sun-Times and one other newspaper you reach 64% of this market-14% MORE than you reach through any other 2-paper combination.

No single daily newspaper reaches even half of your Chicago area prospects. It Takes Two. For greatest unduplicated coverage, one must be The Chicago Sun-Times.

This is the finding of the third independent biennial study of Chicago daily newspaper coverage and duplication conducted by Publication Research Service.

Some highlights of this useful study are shown below. For details, see the study. Copies available on request.

-If You're Advertising To The Mass Market

Three out of every four adults in Chicago and suburbs are members of the skilled or unskilled labor groups. No single Chicago daily newspaper covers even half of these prospects. But The Chicago Sun-Times combined with one other daily newspaper gives you 66% net coverage of these earners of wages and salaries . . . 14% MORE coverage than any other 2-paper combination!

-If You're Advertising To Families With Children

No single daily paper reaches even half of Chicago's booming children's market. But with The Chicago Sun-Times and one other daily newspaper, you reach readers in households with 64% of all children up to 15 years of age in Chicago and suburbs. This is over 10% MORE coverage than any other 2-paper combination delivers.

-and if you're advertising to women, here's your best bet!

The Chicago Sun-Times

Is Read By

MORE WOMEN

Under 45

Than Any Other

Chicago Daily Paper

All women 15-45 in city

Sun-Times	37%
Tribune	36%
American	29%
Daily New	24%

The Chicago Sun-Times

Is Read By

MORE WOMEN

Earning Wages

or Salaries

Than Any Other

Chicago Daily Paper

Sun-Times	429
Tribune	419
American	279
Builty Masses	-

The Chicago Sun-Times Is Read By

MORE WOMEN

In The Youthful

Housewife Category

Than Any Other

Chicago Daily Paper

All housewives up to age 35 in

city a sui	serban sample = 10076
Sun-Times	379
Tribune	289
American	279

The Chicago Sun-Times Is Read By

MORE WOMEN

Who Read Only

One Paper

Than Any Other

Chicago Daily Paper

ders In City & Sub

	Sample	= 10076	
Rend	Sun-Times	ONLY	.17%
Read	Tribune O	NLY	.15%
Read	American	ONLY	.12%

211 W. Wacker Drive. Chicage 6

CHICAGO

250 Park Avenue

Represented By Sawyer-Fergusen-Walker Co., Los Angeles, San Francisco, Philadelphia, Detroit, Atlanta; Hal Winter Co., Miami Beach



Gary is the ONLY Second Largest City in Indiana

Metropolic of the world's largest steel producing region. Principal retail shopping center for Lake and Porter Counties-largest two adjoining counties in the state, when excepting Marion County, (Indianapolis.)

Population 460,460* Effective Buying Income \$898.943.000*

Retail Sales \$532,265,000

Make Variables administ the late and French Counting-1994

The Gary City Zone with a population in excess of 174,900 is the second largest exceptorate area in Indiana. (Soles Management estimates—1954.)

You Hit The Major Buying Power Of This Market with

THE GARY-POST TRIBUNE

Gary's only newspaper

1 L L I N O 15 - (Continued)

The "SW" gestade most original, exclusive estimates by SALES WARAGENENT

		6		122	56	(1710) (27)		yrine TES	1956					SALES THINKTES-	1964			ACVERT ING CONTR	
CONTRACTOR OF THE PARTY OF THE	44	Ana		Fant.	Miles	-	-	-		Side of	*	Cour	- Ga	FINE ST	STRE CIRC of Settlers	1075 1007 (800)		-	_
		landa)	USA.		Page Ighen Mass Mass Mass	1	SER	100	No.	(min)	W.A.	子の	Food	General Misse.	Fans House- Radia	*	Drug	Postr	844
Africana Especial See Fare Comme	11	3,714,6 76,6 68,6 68,7 68,7	7 /30/00 /6464 /4961 /4464 /4464			7,799,474 340,344 909,346 108,606 119,006	ATISA ASSE	3,199	6,756 11249 9,877 6,384 7,821	5,199,614 192,989 196,497 89,566 53,886	39,579 .6779 .6779 .6474 .6474	SV.	1,069,209 27,660 27,203 21,131 14,309	20,514 18,818 1,261 2,858	256,451 7,254 6,525 2,554 2,533	23,560	3,863 2,367	.0796	174 181 119

1 6cm Han pales freques pois gray catalog cates. See page 20

Before using these figures, see captanation page 13

GREENSBORO, N. C.



METROPOLITAN COUNTY MARKET IN THE CAROLINAS!!



METROPOLITAN COUNTY MARKET IN THE SOUTH!!

Detailed information on Pages 186

through 201; and on Pages 553 and 555.

GREENSBORO

is one of the most important distribution centers in the South!"

GREENSBORO

has over 1,000,000 people within a fifty-mile radius!

GREENSBORO

has a greater population within a 60-mile radius than any other Southern city!* *Federal Reserve Benk of Rjohmend Greensboro
News and Record

GREENSBORG, NORTH CAROLINA







PROFIT FROM THE POWER OF CHICAGO'S LARGEST EVENING HOME-DELIVERED CIRCULATION

42.9%

of City and RTZ circulation is HOME-DELIVERED

91.9%

of total circulation is in City and RTZ

You can count on the huge home-delivered circulation of the Chicago American because you can count it!

The American is the only Chicago newspaper to show carrier-delivered circulation figures on an A.B.C. Publisher's Statement. It's the only Chicago newspaper which gives you a door-to-door count of home-delivered circulation.

The Chicago American has:

- * 520,233 total net paid circulation . . . 477,983 in the City and Retail Trading Zone.
- * 205,174 copies are carrier-delivered each evening, Monday through Friday, in the City and RTZ.

Evidence of such a high percentage of home-delivered circulation...plus a concentration of total circulation in the area which offers you the greatest sales potential...are just two of the PLUS advantages which make the Chicago American a better newspaper to help you sell more merchandise.

*Source: A.B.C. Publisher's Statement 6 mos. ending Sept. 30, 1954



REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

The largest evening circulation in Chicago and Retail Trading Zone

Waukegan City Zone now over

50.000

Always marked for progress due to its strategic position between the metropolitan areas of Chicago and Milwaukee, the growth of the Wau-kegan area has accelerated tremendously in the past three years.

Although the ABC gives the Waukegen zone a population of 50,000, recent local estimates place

the population close to 60,000.

This growing market presently enjoys the highest per capita income in history ({\$2,449.00}—first in the entire state of Illinois for cities above 50,000. With retail sales to match the high income level of the market, Waukegan offers a marketplace growing daily in importance to national desirable of the marketplace growing daily in importance to national desirable of the marketplace growing daily in importance to national desirable of the marketplace growing daily in importance to national desirable of the marketplace growing daily in importance to national data and the marketplace growing daily in importance to national data and the marketplace growing daily in importance to national data and the marketplace growing daily in importance to national data and the marketplace growing daily in importance to national data and the marketplace growing daily in importance to national data and the marketplace growing daily in importance to national data and the marketplace growing daily in importance to national data and the marketplace growing daily in importance to national data and the marketplace growing daily in importance to national data and the marketplace growing daily in importance to national data and the marketplace growing daily in importance data and the marketplace growing daily in importance data and the marketplace growing daily in importance data and the marketplace growing data and the tional advertisers.

and still growing strong . . .

The Waukegan market is covered adequately only by

The Mankegan News-Sun

Represented Nationally by Burke, Kuipers & Mahoney

ILLINOIS - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		0	POPULA ES 1/1	TION TIMATI	ES	AG//A	TIVE B	E		11-11		•	777	L SALES	-1954			SALES ADVER INC CONTR	RTIS-
COUNTIES	Metro- politan Area	Total	- W	Fami-	Urban-	Not	at.	Per	Par	Deliars	42	Coun-	(li		TORE GR			Buvina	Oua
	401	(thou- sands)	U.S.A.	lies (thou- eands)	Population (thousands)	Dellars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	ty Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Chicago																			
Heights		36.1	.0161	7.6		46,262	.0184	1,772	6,087	38,492	.0226		11,977	4,455	1,721	6,948	380	.0192	
La Grange		13.5	.0063	4.0		40,478	.0161	2,998	10120	35,370	.0208		7,096	4,106	1,425	9,266	1,397	.0160	193
Harvey		22.1	.0136	6.6	-	38,236	.0153	1,730	5,798	29,541	.0174		9,673	1,910	1,168	5,863	1,271	.0155	114
Blue Island		18.2	.0113	5.3		34,485	.0137	1,895	6,507	27,896	.0164		8,241	2,597	409	7,970	728	.0140	128
Maywood		28.3	.0174	8.2		60,719	.0242	2,146	7,406	25,621	.0151		8,287	294	1,167	8,782	735	.0201	116
Winnetka		12.9	.0079	3.5	100	63,224	.0252	4,901	18064	24,698	.0145		5,230	834	1,265	5,162	1,040	.0185	234
River Forest		11.5	.0071	2.9		46,188	.0184	4.016	15927	37,339	.0219		12,633	531	907	1,090	142	.0172	241
Des Plaines		23.8	.0146	7.0	1	48,794	.0194	2,050	6,971	25,241	.0149		8,894	1,039	751	5,856	962	.0171	117
Park Ridge		23.2	.0143	6.9	1	70,759	.0282	3,050	10255	21,971	.0129		5,843	272	844	10,199	810	.0206	148
Wilmette		18.9		5.0		73,852		3,908		20,360	.0120		7,660	386	1,416	4,504	1,180	.0206	178
Elmwood Park		21.8	.0134	6.3		45,840	.0183	2,103	7.276	21,318	.0125	4	5,401	2,064	524	3,437	713	.0156	116
Melrose Park.	100	14.7	.0090	4.1		25,363	.0101	1,725	6,186	25,045	.0148		7,620	1,327	1,145	2,178	1,157	.0113	120
Forest Park		15.3				31,135		2,035		16,850	.0099		4,856	207	1,353	951	372	.0111	118
Skokie		32.5				78,315		2,410		21,976	.0129		6,010	378	240	2,012	494	.0235	118
Brookfield		18.8	.0116			38,956		2,072		7,672	.0045		2,743	218	690	541	449	.0114	96
Calumet City.		19.7	.0121			39,675		2.014		10,770	.0063		2,100		211	245	88	.0122	101
Evergreen Park		17.2				33,090		1,934		14,458	.0085		6,272	145	54	306	164	.0113	107
Prawford		21.2	.0130	7.3	8.5	28,061	.0112	1,324	3.844	20,652	.0122	2,829	4,747	715	944	4,064	420	.0119	91
Sumberland		10.1	.0063	3.2	****	10,212	.0040	1,011	3,191	5,026	.0029	1,571	1,245	346	412	627	90	.0041	68
De Kalb		43.4	.0267	13.0	22.3	71,448	.0205	1,648	5,498	54,506		4,193	11,202	3,105	2,797	14,531	1,610	.0292	
De Kalb		12.4	.0076	3.5		21,186	.0084	1,709	6,053	25,436	.0150		5,618	2,646	1,159	7,963	856	.0102	
De Witt		16.4	.0100	5.8	5.9	26,862	.0106	1,626	4,848	19,481	.0114	3,542	4,180	852	861	3,915	379	.0108	
Douglas		16.4	.0101	5.3	3.0	20,785	.0003	1,267	3,922	19,350	.0114	3,651	4,838	724	830	4,604	361	.0095	94
Du Pago	28	186.2	20000		143.9	413,412		2,220		182,679		3,358	56,441	5,489	5,408	40,751	5,867	.1375	1
Elmburst		30.6				78,001		2,549		32,542	.0192		9,454	2,351	1,350	9,542	1,028	.0251	1
Downers Grove		15.9	.0098	4.6		34,574			7,516	22,611			7,923	523	800	5,644	595	.0129	
Wheeten	100	10 9	0112	4.0		46 476	0195	9 554	10103	15 594	0001		4 782	618	729	5.508	824	.0142	12

2 Elgin is in Cook and Kane Counties.

@ SM. 1955.

Before using these figures, see explanation page 11

1	Metro-	-	POPULA ES 1/1	TION TIMATE	5	AUTA .	TIVE BINCOMI	E				•	2777	MATES	1984			SALES ADVER INC	TIS
COUNTIES	politan Area	Total	% -	Fami-	Urban- ized	Not	% ef	Per	Per	Dollare	% of	Coun- ty Sales	(in	FIVE ST	ORE GRO			Buying	Qu
		(thou- sands)	U.S.A.	tios (thou- sands)	Popu- lation (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	in
Edgar		23.8	.0146	7.8		30,802		1,294		25,266	.0148	3,239	5,433	1,676	700	5,160	803	.0135	1
Paris Edwards		9.0	.0062	3.4		14,903 9,446		1,476		17,748 8,634	.0104	2,977	3,714 1,383	1,529 427	605 217	3,797 2,678	667 102	.0073	
Effingham		21.7	.0134	6.6	N	25,978			3,936 4,453	27,275	.0180	4,133	4,839	1,316	946	8,258	377	.0127	
Fayette		7.8 23.1	.0142	7.2		10,241 25,310			3,515	17,325 18,850	.0102	2,618	2,941 3,571	702 1,890	666 839	5,844 4,780	285 344	.0060	
Ford		16.3	.0100	5.1	7.1	22,183	.0088	1,361	4,350	18,907	.0112	3,719	4,105	723	294	4,389	412	.0008	1
Franklin		47.1	.0296		24.9	54,588			3,368	33,202	.0195	2,050	9,867	2,580	2,585	5,792	784	.0225	
Fulton		11.6 43.8	.0071	3.9		14,611 84,977		1,200	3,746	12,939 39,848	.0076	2,711	3,642 10,767	1,141 2,391	1,341 2,064	2,518 8,148	310 957	.0066	
CantonGallatin		12.7	.0078	4.8		22,768			5,295	21,344	.0126	-	5,491	1,749	1,239	4,468		.0099	1
		9.4		2.8		8,806	.0030	83/	3,145	6,761	.0040		1,446	303	271	930	53	.0041	
Greene		18.4	.0113		10000	20,151			3,303	16,376 20,660	.0096		4,734	218	671	3,304	367	.0002	
Morris		7.7	.0047	8.2		13,401			4,910 5,584	12,270	.0072	3,332	5,486 3,235	706 400	938 549	4,620 2,574	340 282	.0121	1
Hamilton		11.8	.0072			10,093			2,814	6,377	.0037	1,678	1,426	887	250	1,190		.0047	
Hancock		25.7	.0158	8.8		31,400			3,695	22,203	.0131	2,612	5,063	737	1,042	3,021	412	.0134	
Hardin Henderson		7.6 8.4	.0047	2.1	1000	6,801 10,975			3,091 4,221	3,243 6,005	.0019		1,009	134	162 100	908 407	91 58	.0028	
Honry		48.4	.0297	15.0	26.8	72,293	.0286	1,494	4,547	54,529	.0321	3,429	11,927	4,729	2,317	11,380	1,245	.0300	,
Kewanee		17.8	.0109	5.7		27,262	.0109	1,532	4,783	25,585	.0150		6,320	3,506	1,340	6,023	841	.0121	1
Wateeka		33.3 4.8		10.6		46,315 7,971			4,369 5,314	35,914 12,246	.0211	3,388	7,558 2,371	1,414	733 366	5,702 2,638		.0196	
lackson Carbondalo- Herrin-		40.3				51,181			4,030	34,980		2,754	7,772	1,819	2,202	10,284	740	.0213	
Murphyabero	100	30.8	.0186	9.7		43,880	.0173	1.436	4,470	43,661	.0856		9,389	1,881	8,907	13,194	971	.0001	1
Carbondale Murphysbero	Rey	11.8 8.0	.0073	3.4		19,313 11,340	.0077	1,637	5,680 3,780	15,621 14,362	.0092		3,202 2,886	498 600	915 1,257	6,118 3,195	435	.0081	1
Jaoper		11.0	.0073	3.8	2.8	11,423	.0045	986	3,008	7,028	.0041	1,849	1,497	263	185	1,503	48	.0050	
Jefferson	-	36.7	.0226	12.0		44,938	10000		3,745	31,850	1 2 2 2 2 2 2	2,654	6,173	3,578	1,975	7,473	605	.0191	
Mount Vernon. Jersey		17.1	.0105	4.8		25,599 16,055			4,339	26,631 12,763	.0157	2,650	5,093 3,042	2,597 387	1,786	6,982 2,356		0119 .0074	
Jo Davissa		22.2	.0137	6.8		27,578			4,056	19,444	.0114		4,496	376	721	1,365		.0117	
Johnson Kana		8.0 182.8		2.5	125.0	5,904 309,195			2,362 6,402	4,829 223,003	.0029		1,175 54,159	516 26,359	288 9,581	804 46,500	6,456	.9030	
Aurora		52.6	.0324	16.2	5	106,916	.0426	2,633	6,600	94,016	.0853		21,499	11,943	4,528	23,730	2,976	.0444	1
2Elgin	0.1	46.0				83,841			6,562	72,666			16,862	12,085	2,992	14,602		.0351	
Kankakee		79.9 28.0	.0492	8.7		114,393 50,599			5,608	96,905 70,407	.0570		19,236 12,571	9,732	3,794	28,645 23,335		.0497	
Kendall		12.5	.0077	3.8		17,883	.0071	1,431	4,709	13,066			3,688	325	495	1,728	217		1
Galesburg		55.5 33.0	.0341	18.1		90,300 56,841			4,989 5,263	70,625 55,105			15,403 10,963	8,264 8,010	3,183 2,791	14,191	1,952	.0372	
Lake	28	211.1	.1299	58.3	130.2	434,707	.173	2.050	7,456	210,208	.1236	3,608	55,473	14,583	7,814	38,245	5.622	.1498	1
Waukegan		46.7		13.7		97,200	.038	2,081	7,095	80,462	.0473		16,709	11,082	3,717	16,724	2,021	.0393	3 1
Highland Park.		20.8		1	70.5	65,971 177,088			11574 5,516			4,051	9,553 33,761			9,080	10 820		
La Salle-Peru-		ont.		1000							1	1				111111111111		100	1
Oglesby		95.5 17.3		7.8		30,198			5,777 5,807	38,477 29,970			9,978 8,210		3,214				
Ottawa		17.7				34,803			6 6,567	30,233			7,515						
La Salle		12.1 20.5			400	21,402			5,784 B 3,900	25,197 18,141		2,749	5,692 4,269						
Lee		38.0		The same			1		2 5,615	- 1 8		3,535		D.C.					
Dixon	- 11	11.9				24,368			8 6,413	38,413		-	8,484 5,782			6,690 4,830			
Pontiae		37.5				56,478	.022	1,506	5,043	38,346	.0225	3,424	7,923	1,668	1,295	7,638	678	.0226	В
3Streator		8.9	T.			14,549	.005	1,63	5,389	14,953	.0088	1	3,085	886	831	2,823	370	.0066	8 1
Lincoln		32.4 15.0	100000			42,879 19,611			4,929 5,448	30,356 20,846			6,320 4,093			5,580 4,724			
McDenough		28.7		9.1	14.4	38,359	.015	1,337	4,100	35,739	.0210	3,885	7,476	3,500	1,603	8,395	698	.0178	8
Macomb	11 1	11.0		3.4		16,849			4,985	20,877			4,067			A CONTRACTOR			
McHenry Woodstock		7.8				100,275 17,112			5,665 6,845	74,582 16,818			16,838 4,335						



Says Perry LaBounty

"For 34 years now I've been eased out of a lot of offices of AE's, SM's, media directors, space buyers, brokers and distributors with that old line — 'if you only had a 50,000 city market' . Well, everything comes to him who waits. It's taken a long time, but we finally made the big hill . . . so have a look at this beautiful new figure and start throwing those schedules over my transom."

BLOOMINGTON-NORMAL

ILLINOIS * CITY ZONE

51,025*

*ABC Audit Report, Sept. 30, 1954-Para. 28-b

- Biggest population gains in history
- 600 New Homes (Av. \$15,000) in 10 subdivisions
- Over 100 Industrial Plants going full tilt

Illinois' Fifth Largest Newspaper Retail Market

(Excluding Chicago)

* \$152 Million subscriber purchases

In addition to 99% carrier-delivered coverage of the important Bloomington-Normal city zone, *The Pantagraph* has a big plus market of 77,744, representing 24,294 subscriber families in 85 communities—97% home delivered. Any wonder it's a potential Standard Metropolitan County Area.

Get the new picture of the importance of this richest industrial-farm area in the Mid-West. Get all the facts from Gilman, Nicoll & Ruthman, national advertising representatives, or write Perry LaBounty, National Advertising Manager.

The Daily Pantagraph

BLOOMINGTON-NORMAL, ILLINOIS

127 mi. SW of Chicago-157. mi. NE of St. Louis

ILLINOIS - (Continued)

The	"SM" 5	ymaets	mark	original,	ALSOCA .
sive	estimates	by S	ALES	MANAGI	EMEN

	Matro	-	POPULA ES 1/	ATION STIMATI 1/55	ES	ALUTA I	TIVE B	E				0	777	L SALES	-1954			ADVER INC	TIS-
COUNTIES	politan Area	Total	4	Fami-	Urban- ized	Net	«	Por	Por	Dollars	*	Coun-	(in	FIVE S	TORE GRO			Buying	Qual-
		(thou- sands)	U.S.A.	(thou- eands)	Population (thou- sands)	Deliars (add 000)	U.S.A.	Capita	Fam- ily	(add 990)	U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Pewer	ity in- dex
McLean		78.1 36.8		24.3 11.8		130,494 69,276			5,370 5,871	102,559 78,663	.0004		20,453 14,311		4,702 4,226	20,287 16,063	2,809 2,182	.0313	1
Normal		48.8		14.6		80,553			6,190	78,881	.0468		15,876			16,318		.0376	
Macon	39	108.8	1		82.5	184,186			5,293	140,338		4,033	30,397	18,781	7,577	30,185 28,058	3,128	.0748	
ADecatur		69.8	1	22.4		126,298 87,108	100000		5,638 3,986	122,771 38,377	.0722		25,335	18,638 1,330	1,544	7,707	790	.0004	
Madison	124	290.0			147.8	333,788			5,349	193,411	.1137		85,788	10,840	11,000	43,167	5,100	.1282	1
Alton		34.1	.0210		1	63,112			5,844	62,452	.0368		14,720	5,940	5,786	15,515	1,056	.0278	
Granite City		32.1	.0197	9.7	1	55,878			5.761	32,547	.0191		9,908	1,863	1,590	10,413	913	.0208	
Edwardsville		9.2	1	2.7	1	16,255	10000000	100	6,020	18,117	.0107	1	3,851	879	856	4,713	704	.0076	133
4Collingville		13.1	.0061	4.1		22,385			5,330	15,525	.0091		4,557	497	1,006	3,580	383	.0088	100
Wood River	I A	11.8	.0070	3.8		21,568	.0085	1,909	6, 162	15,780	.0093		4,809	167	659	3,793	\$45	.0088	121
Marion		40.9	.0282	13.2	19.4	55,590	.0234	1,431	4,439	44,704	.0263	3,367	8,867	3,021	2,107	12,084	1,187	.0246	
iCentralia		13.4	.0082	4.8		22,507	.0000	1,680	5,002	24,838	.0146		4,308	2,167	1,229	7,302	708	.0108	1000
Sulesn		6.0	.0037	1.9		9,707	.0039	1,618	8 5, 109	10,535	.0062		2,788	330	781	3,053	343	.0046	124

¹ Centralla is in Clinton and Marion Counties.

Rand McNally Co. Designates:

DECATUR HERALD and REVIEW

now serves an official

10 COUNTY MARKET!



DECATUR HERALD and

A Lindsay-Schaub Newspaper Member Illinois Color Comic Group Jann & Kelley, Inc. Nat'l Reps.

In 1954, Rand McNally Co. re-evaluated Decatur Trading Area, raising it from a 6-county market to a 10-county market. In addition to the 10-county market, the Decatur Herald and Review gives strong coverage in portions of 5 other counties. This is called the Decatur Herald and Review 5-county plus market.

SPECTACULAR MARKET EXPANSION . First among the 32 metropolitan areas of the 7th Federal Reserve District in 1954 Business Activity Gain (up 6.5%).

Only major Illinois market to show a Retail Sales Gain in 1954 — up 2.6% (1955)

	Population	Families	Herald-Review Circulation	Effective Buying Income	Total Retail Sales
Official Decatur	284,600	90,700	56,333	\$412,310,000	\$308,747,000
10-county Market	Herald	and Revi	ew Coverag	e 10-County Mar	ket 62.1%
Decatur 5-county Plus	123,700	38,400	7,488	\$167,992,000	\$126,233,000
Market	Hera	ld and Rev	riew Coverag	ge 5-County Mark	tet 19.5%
15-county Market	408,300	129,100	63,821	\$580,302,000	\$434,980,000
Totals	Herald	d and Revi	iew Coverag	e 15-County Mar	ket 49.4%

New Radio Team WSOY-WSEI

Now Give Thorough Inside Market Penetration To Both

DECATUR METROPOLITAN AREA

and new official Rand McNally

10 COUNTY DECATUR TRADING AREA

(See Herald and Review ad above for amazing size of this area)

Black line on map at right is extent of day and night coverage area of WSOY-AM-FM/WSEI, as defined by FCC (all interference-free). Shaded outline is extent of official 10-County Decatur Trading Area.

Transmitters at both Decatur and Effingham - a combination specifically engineered to furnish perfect coverage, day and night to this area.

Audience Surveys Prove Every Contention! WSOY - a CBS affiliate

- 3-1 advantage in Decatur Metropolitan listenership mornings
- 2-1 advantage in Decatur Metropolitan listenership afternoo
- . More Decatur Metropolitan Area people listen, day and night, to WSOY than all other stations combined

WSOY-FM and WSEI - music, news, sports

- The only real news staff in downstate Illinois

 An unsurpassed transcription and record library with professional supervision

 The most comprehensive sports schedule in the Midwest, including exclusive outlets for St. Leuis Cardinal baseball and Notre Dame football

 First commercial station in Illinois to broadcast state high school basketball tourney in its entirety

 State in annual control of the state of the state
- Special programming on WSEI to maintain listener loyalty at southeastern end of the Decatur trade area

All national spot business duplicated on AM and FM facilities, usually simultaneously One rate card for all Local and National Advertisers



Dominant Decatur Metropolitan Area Dominant Decator Trading Area

WSOY WSOY-FM

EFFINGHAM, ILL:

Weed & Company



DOES IT IN PEORIA

• ONE Order • ONE Billing • WON Audience

Peoria Journal Star advertising success stories are as numerous as Peoria's Caterpillar tractors and LeTourneau-Westinghouse equipment on road building projects. Whether it's test campaigns, new products, coupons or institutional . . . these newspapers do a job.



"Best
TEST MARKET
in the Midwest,"

... say Agency and Advertising Executives.

Send for PEORIArea Facts and Figures Folder

Additional interesting factual data about these newspapers and this market. We will gladly send you a copy on request. HERE'S WHY! Rich 13-county PEORIArea is effectively covered by The Peoria Journal Star. The hub and distributing point for this \$600 Million market is metropolitan Peoria, an industrial area of 272,600 people. The Peoria Journal Star circulation ratio-to-homes in metropolitan Peoria is 98.3%...a coverage which produces results that prove "ONE does it in Peoria."

PEORIA JOURNAL STAR

Daily net paid 100,000 plus

PEORIA FIRST In Illinois CHICAGO



ILLINOIS - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES poli	Motro-	0	POPULA ES 1/1	TIMATI	ES	A COURT	TIVE B	E		vicin	tion?	0	777	L SALES	-1954	oudil q		SALES ADVER INC CONTR	RTIS-
COUNTIES	politan Aroa	Total	% of	Fami-	Urban-	Not	- C	Per	Per	Dellara	×	Coun-	(in		TORE GRO			Buying	Oual-
		(thou- sands)	U.S.A.	(thou- sands)	Population (thou-sands)	Dollars (add 000)	of U.S.A.	Cap-	Fam- ily	(add 990)	U.S.A.	Salea Per Fam- ily	Food	Lieneral Mdee.	Furn House- Rátilo	Auto- motive	Drug	Power Index	ity in- dex
Marshall,		13.0	.0000	4.1		18,471	.0073	1,421	4,505	12,471	.0073	3,042	3,268	682	261	2,250	194	.9075	94
Mason		15.3	.0094	5.1		21,937	.0088	1,434	4,301	18,533	.0100	3,634	4,003	538	508	3,024	452	.0095	101
Maneac		14.5	.0089	4.7	6.6	13,914	.0055	960	2,960	13,811	.0082	2,939	3,223	583	765	3,028	485	0670	78
Monard		1.2	.0057	3.0		12,383	.0049	1,346	4,128	6,785	.0039	2,262	1,533	308	377	1,865	130	.0048	84
Mercar		17.3	.0106	5.4	3.0	23,106	.0092	1,336	4,279	16,781	.0009	3,104	3,881	580	412	2,682	302	.0008	91
Menroe		13.6	.0084	4.1	2.9	18,349	.0073	1,340	4,475	13,071	.0077	3,188	2,463	1,187	348	2,588	140	.0877	92
Montgomery		31.6	.0194	10.7	13.7	39,055	.0156	1,236	3,686	30,779	.0181	2,877	7,348	889	1,462	7,391	530	.0171	88
Morgan		35.6	.0219	10.0	22.4	46,323	.0184	1,301	4,632	41,770	.0246	4,177	7,757	4,337	1,440	11,142	873	.0210	96
Jacksonville		22.4	.0138	5.0		29,538	.0118	1,319	5,275	34,401	.0202	-	8,887	4,312	1,236	9,985	803	.0147	107
Moultrin		13.2	.0081	4.1	3.8	18,285	.0073	1,379	4,440	10,783	.0063	2,630	2,102	222	344	2,182	149	.0071	88
Ogle		34.4	.0212	11.0	11.9	51,085	.0203	1,485	4,644	37,800	.0222	3,438	9,921	1,263	1,390	6,588	901	.0211	100
Pooria	106	186.4	.1147	57.7	149.8	349,449	.1392	1,875	6,056	226,310	.1331	3,922	52,468	35,316	14,442	41,476	6,284	.1324	118
APooria		114.8	.0706	35.7		233,191	.0929	2,031	6,532	195,807	.1152		43,713	34,543	14,070	37,664	5,881	.0951	135
Perry		21.2	.0130	8.8	10.4	23,038	.0091	1,087	3,320	18,724	.0110	2,714	4,948	1,106	730	4,482	476	.0105	81
Platt		13.5		4.3		19,614	.0079	1,453	4,561	12,158	.0072	2,827	2,780	202	360	2,571	278	.0078	
Pike		21.1	.0130	7.1	3.5	23,317	.0002	1,108	3,284	16,900	.0000	2,830	4,578	625	1,028	3,149	278	.0101	78

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

WHAT THE TRIANGLES STAND FOR . . .

The solid black triangles in these tables and fcotnotes refer to Standard Metropolitan Areas.

The open triangle indicates SALES MANAGEMENT "Potential" areas.

THE QUAD-CITIES



one of the FIRST MARKETS

POPULATION (250,200 People)

57% on the Illinois side

RETAIL SALES

(\$303 Million)

53% on the Illinois side

E.B.I. PER CAPITA (\$1790.)

\$1819. Illinois side - \$1760. Iowa side

IN E.B.I. PER FAMILY (\$5830.)

\$5920. Illinois side-\$5740 Iowa side

The Dispatch and The Argus newspapers cover 9 out of 10 homes on the Illinois side of Quad-Cities. Station WHBF (CBS radio and television) is "The Quad-Cities' Favorite".

THE MOLINE DISPATCH THE ROCK ISLAND ARGUS STATION WHBF, ROCK ISLAND

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS - (Continued)

COUNTIES 90				TION TIMATI	ES	AGITA !	TIVE B			l a		0	777	L SALES	-1954			SALES ADVER ING CONTR	TIS-
	Metro- politan Area	Total	oz.	Fami-	Urban- ized	Net	-	Per	Per	Dollars	æ	Coun-	(ìı		ORE GRO			Buying	Qua
		(thou- sands)	of U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	u.s.A.	Cap- ita	Fam- liy	(add 000)	of U.S.A	Sales Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Pope		5.1	.0031	1.6		3,912			2,445	2,078 5,748	.0012		435 1,716	310 775	56 186	386 741	30 173	.0018	84
Pulaski		14.5	7.700000	1.4		11,966 5,038	.0047		2,697 3,599	2,680	.0016		617	74	100	42	26	.0020	90
Randolph		30.8	.0190	8.8	8.8	36,563			4,302	27,420	.0161		6,818			5,471	529	.0150	
Olney		18.3		8.2		23,568 14,151			3,806 4,422	17,222 14,588	.0102		3,662	948 888	617 556	5,150 4,506	370 293	.0065	
Rock Island	38	143.2	.0881	44.6	121.7	260,470	.1037	1,818	5,920	161,108	.0947	3,662	39,709	17,188	6,632	35,510	4,906	.0979	111
Rock Island		107.7	.0668	38.8		206,958	.0884	1,988	6.310	148,659	.0839		84.058	16,751	6,385	33,686	4,789	.0796	120
▲Rock Island		51.4	.0316	16.3		97,667	.0389	1,900	5,992	64,178	.0377		15,253	6,719	2,451	16,874	2,016	.0371	
▲ Moline East Moline		41.6	1	13.1		86,511 22,780			6,604	62,678 15,803	.0389		14,120 4,676	9,721	3,373 561	14,767 2,015	3,241	.0334	1

▲ and △ See end of state for SM Metropolitan County Areas.

C SM, 1955.

Before using these figures, see explanation page 11.

New Feature at End of Each State

Immediately following the metropolitan areas at the end of each state you will find a new table that breaks down the consumer spending units for counties and cities in the state . . . by these income brackets: \$0-\$2,499; \$2,500-\$3,999; \$4,000-\$6,999; over \$7,000.

BIG reasons why - WICS IS YOUR BEST BUY

IMPAC

- Eggest Audience . All top 15 once-aweek shows; all top 10 multi-weekly shows (Pulse, Nov. 1954). WICS dominals the market.
- 591 Conversion home county (Pulse, Nov. 1954) 87% average conversion all others (Videodex Oct. 1954).
- Choice Programs . . . NBC, ABC, DuMoni networks, high-rated local shows and special events, top syndicated film.
- Best Picture . Crystal clear, consistently stable, excellent picture. WICS offers most ideal viewing conditions.
- Strong Local Loyalty . First station to octually serve the people of the state copital market engaged in commerce, agriculture, government, and industry with local programming catering to their needs.

A STATE CAPITAL MARKET

- 20 ... COUNTIES*
- 510,578 ... POPULATION
- 165,241 . . . FAMILIES
- 22,260 ... FARM FAMILIES
- \$785,390,300 . . . EFFECTIVE BUYING INCOME
- \$595,717,000 . . . ANNUAL RETAIL SALES

*Source: Soles Management: Survey of Buying Power, May 10, 1954.

OUTSTANDING CLIENTS

Admiral Corporation Armour and Co. Bristol-Myers Co. Brown, Williamson Tobacco Co. Bulovo Watch Co.

Tobacca Co.
Bulova Watch Co.
Carling Brewing Co.
Chrysler Carporation
Coca-Cola Co.
Elgin National
Watch Co.
Falstaff Brewing Co.
Ford Motor Co.
General Electric Co.
General Electric Co.

Watch Co.

alstaff Brewing Co.

alstaff Brewing Co.

General Electric Co.

General Foods

General Mills

General Motors

Gillette Safety

Razor Co.

lahnson Candy Co. liggett and Myers Tobacco Co. Meadow Gold Dairy Products

Mrs. Tucker Food Products Northern Paper Mills Paper Mate Pen Co. Remington Rand Corp Shaeffer Pen Co. Singer Sewing Machine Co.

(Kansas City)
Thrifty-Drug Co.
Toni Co.
United States

WICS

CHANNEL 20

PRINGFIELD. ILLINOI



dulives: ADAM YOUNG TELEVISION CORP.

DU MON

ILLINOIS - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

GOUNTIES Metro- politan Area	1	POPULA ES 1/1	TION TIMATI	ES	ACT N	TIVE B					0	772	SALES	1954		area a	SALES ADVER INC CONTR	TIS-	
	politan	Total		Fami-	Urban-	Net	4	Per	Per	Dellara	*	Coun-	(it	FIVE ST	ORE GRO			Buying	Qual
	14	(thou- sands)	U.S.A.	'ilea (theu- sands)	Population (thou-sends)	Dellars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
East St. Louis Stelleville		225.5 85.3 41.0	.0525	08.2 25.8 13.3		334,050 120,734 66,626	.0481	1,415	4,890 4,690 5,009	209,584 112,982 53,644	.1233 .0664 .0310	-	56,583 28,438 13,042	17,083 11,910 3,769	9,944 5,883 3,213	42,631 25,214 12,509		.1312 .0545 .0276	104
*Collinaville *aine Harristurg		32.9 11.0		11.0	16.5	30,203 16,121		0.7000	3,564 4,357	28,356 16,028	.0166	2,578	6,284 3,194	2,615 1,560	1,928 1,064	8,397 2,301	633 290	.0108	109
Sangamon ▲Springfield	140	138.6 84.2			184.4	235,349 155,369			5,230 5,509	178.677 154,111	.0906	- Nacon	36,944 29,760	18,371 18,110	9,518	38,179 35,675	5,963 5,746	.0685	132
Schuyler		9.2 6.9 24.0	.0042	3.2 2.4 7.8		9,536 9,077 28,939	.0037	1,310	2,980 3,782 3,710	6,739 6,828 18,275	.0040 .0039 .0107		1,772 1,545 4,460		186 193 464	1,179 2,102 3,800	101 98 380	.0042 .0039 .0119	93

4 Collimpille is in Madison and St. Clair Counties.

© SM, 1955.

A and A See end of state for SM Metropolitan County Areas.

For PROFITABLE Selection of Markets

Since a market is only as good as your chances of selling it, its basic market data should be "weighted" by such factors as available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only show the net worth of the market . . . in terms of your selling chances . . . but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

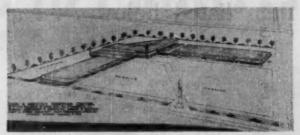
For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.

The Springfield Market's got sales potential . . . and how!

and here are some 'eye-opening' figures to prove our point:



SOURCE: Sales Management



Springfield's new 40-store multimillion dollar shopping center to be built soon. This vast 20-acre center . . . dynamic focal point for Springfield buyers . . . attests to the rapid growth of the entire Springfield area!

The 11-County Springfield market is GROWING . . . and so is its SALES POTENTIAL! 1954 was a big year sales-wise, as you can judge for yourself by the figures above. And 1955 promises to be even bigger and better . . . offering unlimited sales potential for YOUR product.

Of course, there's only one way to do a concentrated, highly effective job of reaching . . . influencing . . . and SELLING this thriving, growing Springfield market. You're right when you say ILLINOIS

STATE JOURNAL & REGISTER. Right because your sales message gets into the home, where sales are originated . . . and right because it's the only economical way to make more sales, quicker, at lower cost.

Take another look at the Springfield market . . . a tremendous salesmarket for YOUR product. And while you're looking . . . look into the selling power of the ILLINOIS STATE JOURNAL & REGISTER.

Tap this multi-million dollar market of 116,086 families by using the JOURNAL & REGISTER's 72,458 daily circulation! (ABC 9-30-54)



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS - (Continued)

January Day Day	Metro-	o o	POPULA ES 1/1	TION TIMATE	ES	AUTA I	TIVE BI					•	773	L SALES	1954	10/11		SALES ADVER INC CONTR	TIS-
CITIES	politan Area	Total	% of	Fami-	Urban-	Nat	96	Per	Per	Dollars	9K	Coun-	(ir	FIVE ST	ORE GRO			Buying	Qual-
	100	(thou- sands)	u.s.a.	ties (thou- sands)	Popu- lation (thou- sands)	Deliars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	ity In- dex
Stark	1/4	8.7 42.1	.0258	2.7	22.8	12,542 85,852	.0261	1,550	4,645 4,863	6,787 52,209	.0307	2,514 3,867	1,729 11,689	105	173 2,539	1,047	139 978 902	.0048	106
Freeport Tazewell Pekin	105	22.8 36.2 23.4		26.7	56.7	38,647 147,326 44,968	.0587	1,709	5,223 5,518 5,996	42,827 66,367 29,235	.0252 .0391 .0172	2,486	9,558 18,101 8,015	3,792 2,944 1,648	2,183 2,148 1,422	9,563 13,817 7,349	913	.0517	
Union		20.0	.0123	5.8	4.4	16,786	.0067	839	3,052	13,461	.0079	2,447	3,281	811	606	3,208	303	.0002	67

O SM, 1955.

Before using these figures, see explanation page 11

IN SPRINGFIELD, ILL.

Year after Year More Audience than Other Local Stations COMBINED!

AM WTAX FA

CBS Radio Affiliate

Represented by Weed & Company

Morning 43.5%

Afternoon 46.8%

Evening 47.8%

C. E. Hooper, Inc. Radio Audience Index October-November 1954

PROOF that Danville is LARGER

than listed below . . . (True population 53,427 A.B.C. City Zone)

Here is how Danville sales opportunities compare with Illinois' and with Chicago's, when SM tables are reduced to a per capita basis. People may well be richer in Danville but these figures prove too, the true size and potential of the Danville market beyond the 38,800 population figure listed.

Purchasing power of Danville's industrial payrolls has grown 573% in the last 10 years.

This new industrial city in the midst of the rich Corn Belt keeps at home the labor and the earning capacity released by farm machinery.

Danville's per Capita Retail Sales

Ar	e better than for	Chicago	or All Illinois
In	Food Stores by:	16%	21%
	General Merchan- e Stores by:	6%	75%
	Furniture and pliance Stores by:	90%	128%
	Automotive Dealers 1 Stations by:	90%	72%
In	Drug Stores by:	79%	124%
	Total Retail	31%	51%

A.B.C. City Zone population has increased 45% in 10 years; City Zone circulation 57%; General Advertising rate only 27%.

DANVILLE COMMERCIAL-NEWS

Evening

Member: The Gannett Group

Sunday

Represented by J. P. McKinney & Son, Inc.

New York * Chicago * San Francisco

ILLINOIS - (Continued)

The "SM" symbols mark original, exclu-

	Matro		POPULA ES 1/1	ATION ITIMATI	ES	A COURT	TIVE B	E	_			O	773	L SALES	-1964			ADVER INC CONTR	ITIS-
COUNTIES	politan Area	Total	95	Fami-	Urban-	Not	%	Per	Per	Dellara	*	Coun-	(ir		ORE GRO			Buying	Oua
		(thou- sands)	% of U.S.A.	(thou- eands)	Population (thou- sands)	Dellare (add 000)	U.S.A.	Capita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdes.	Furn,- House- Ra/lio	Auto- mutiva	Drug	Power	ity in- dex
Vermilion		90.0	.0553	28.7	52.8	142,434			4,963	101,955	,0599	3,552	22,437	12,364	5,778	15,946	3,571	.0573	104
△Danville		38.8	-	12.7		66,182			5,211	70,581	.0415		12,686	11,458	4,954	13,722	2,925	.0304	
Wahash		15.1		4.7		22,039		1,460		18,520	.0092		3,503	754	911	3,925	200	.0091	
Mount Carmel		9.8	.0000	3.2		15,574	.0062	1,589	4,867	13,884	.0082		2,863	402	745	3,739	237	.0068	113
Warren		24.0	.0153	7.8	11.7	34,392	.0137	1,307	4,409	24,761	.0145	3,174	4,624	1,514	1,175	6,570	420	.0142	
Montmonth		10.5	.0065	3.4		15,481	.0062	1,474	4,553	18,061	.0106		3,323	1,410	849	5,590	263	.0076	11
Washington		14.1	.0087	4.0		15,278	.0000	1,083	3,321	11,021	.0065	2,396	2,223	895	360	1,670	117	.0067	7
Wayne		20.5	.0126	8.0	8.7	22,865	.0001	1,106	3,434	18,792	.0111	2,847	3,723	819	608	0,327	289	.0104	8
Fairfield		6.7	.0041	2.8		9,387	.0037	1,401	4,081	13,808	.0061		2,154	125	467	6,025	212	.0051	12
White		20.9	.0128	6.8	5.6	25,923	.0103	1,240	3,812	18,531	.0100	2.728	4.017	1.134	848	3,176	437	.0110	
Whitesids		52.1	.0321	16.4	29.0	78,870			4,800	86,713		3,458	13,307	3,812	2,815	8,947	1,424	.0321	10
Rock Falls		84.8	.0151	7.6		39,947	.0159	1.630	5,256	31.681	.0186		8,086	3,355	1,879	8,309	918	.0100	11
Sterling		13.6	.0084	4.4		25,918	.0103	1,906	5,890	24,777	.0146		5,832	3,203	1,482	5,131	686	.0112	13
Mill	28	147.9	.0800	42.1	101.2	250,754	.0000	1,095	5.845	187,043	.0983	3,894	45,765	19,056	6,970	30,800	4,728	.0976	16
Joliet		58.1	.0387	17.3		114,263	.0455	1,967	6,605	119,521	.0703		29,590	19,174	6,335	24,224	3,847	.0510	14
Villiameon		48.6	.0298	16.5	27.4	85,140	.0220	1,136	3,342	36,658	.0215	2,222	9,881	2,170	2,314	8,205	877	.0234	1
Herrin		9.8	.0058	3.3		12,707	.0051	1,338	3,851	13,678	.0090		3,301	723	735	3,881	276	.0061	10
Marion See Carbondale-		10.8	.0066	3.6		14,131	.0056	1,308	3,925	14,251	.0084	1.5	3,100	728	1,277	4,250	366	.0066	16
Murakuhera						100								10 9					

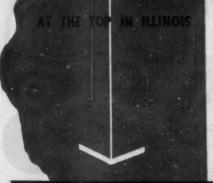
A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

See explanation of new Distort maps, page 223

Polite to Point...



ROCKFORD

BEST TEST CITY IN



We're proud to point at Rockford, Illinois, 2nd largest machine tool manufacturing city, center of a rich agricultural territory, 15th in the US in Postal Savings. The Rockford Morning Star and Rockford Register-Republic can give you excellent coverage of a progressive populous 13 county trading area. Write today for full information.

131,123 CITY POPULATION

441,222 A.B.C. RETAIL TRADING ZONE

ROCKFORD MORNING STAR Rockford Register-Republic

REPRESENTED NATIONALLY BY BURKE, KUIPERS & MAHONEY, INC.

The "SM" symbols mark original, exclu-

ILLINOIS - (Continued)

Allo Rolls			POPULA ES 1/1		ES	400	TIVE BI			1000	544	•	777	L SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	96	Fami-	Urban- ized	Net	«	Per	Per	Dellars	«	Coun-	(h	FIVE ST	ORE GRO			Buying	Oual
		(thou- sands)	of U.S.A.	ties (thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 900)	of U,S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power index	ity in- dex
Winnebage	120	168.3 100.7 22.4	.1038 .0675 .0137	35.1	4	308,834 222,920 31,738	.1230 .0888 .0126	2,032		192,841	.1134	4,202 3,340	53,440 44,681 4,722		13,895 12,503 648	39,370 36,488 6,755	5,786	.1217 .0919 .0130	136
Total Above Cities		6,030.7	3.7096	1,862.8		12,447,727	4.9569	2,054	6,682	8,715,250	51,286		1,888,717	1,411,703	440,361	1,523,617	261,083	4.7586	128
State Total		9,173.6	5.6429	2,846.2	7258.6	17,004,506	6.7711	1.854	5,974	11.000,279	64,694	3,885	2,465,874	1,543,958	514,140	1,888,891	308,388	6.4550	114

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

WROK

Remarkable ROCKFORD'S only full time station * * *

No. 1 for more than 30 years In This \$809,330,000 Market Area

Represented Nationally by H-R

PFORIA is

Here is the rich Peoriarea Market served by WMBD:

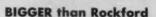
POPULATION	534,762
RADIO HOMES	127,870
EFFECTIVE BUYING INCOME	\$746,284,000
TOTAL RETAIL SALES	\$470,391,000
FOOD SALES	and the second s
GENERAL MERCHANDISE SALES	
DRUG SALES	
PER FAMILY INCOME	





BIGGER than Quad Cities*

*Rock Island-Moline, Illinois; Davenport, Iowa. Metropolitan Peoria is larger by 19,000 people.



Metropolitan Peoria population exceeds Rockford's by 101,200.

BIGGER than Springfield Metropolitan Peoria is larger by 130,500.



Dominates the Rich Peoriarea Market

Serves more local and national spot advertisers than all other Peoria radio stations COMBINED . . . with more listeners than the next three radio stations COMBINED!

ILLINOIS - Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-	0		TIMATI	ES	ALDTA.	TIVE B	E	1.00		T III	0	770	L SALES	1954			SALES ADVER INC CONTR	TIS-
AREAS	politan Area	Total	55	Fami-	Urban- ized	Net	%	Per	Por	Dollars	% of	Coun-	(in	FIVE ST	ORE GRO)	Buyins	Qual
		(thou- sands)	U.S.A.	(thou- eands)	Popu- tation (thou- uands)	Dollars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add 000)	u.s.A.	Sales Per Fam- ily	Food	General Mdse.	Furn- House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Chicage	28	3,850.5	3.5089	1,798.3	5619.2	12,224,833	4.8679	2,090	6,798	7,582,984	4.4480	4,206	1,681,685	1,283,686	352,760	1,158,501	226,152	4.4082	125
Maline	38	250.2	.1539	76.8	210.1	448,747	.1787	1,794	5,843	303,938	.1787	3,958	65,839	37,927	14,008	63,165	8,832	.1737	113
Docatur	38	106.8	.0670	34.8	82.5	184,198	.0734	1,693	5,293	140,338	.0825	4,033	30,397	18,761	7,577	30,155	3,126	.0748	112
Pooria	105	272.6	.1678	84.4	206.5	496,775	.1979	1,822	5,886	292,677	.1722	3,408	70,860	38,280	16,590	55,003	7,197	.1841	110

O SM, 1955.

Before using these figures, see explanation page 13.

☆ 100% CONVERSION

(DECATUR PULSE NOV. 1954)

☆ \$1,246,268,200

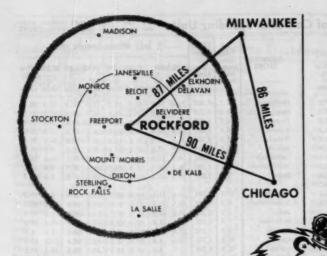
Effective Buying Income (1954 Survey of Buying Power)

- ☆ 262,624 FAMILIES
- ABC -- DUMONT

For Complete Coverage Choose Channel 17

DECATUR, ILLINOIS

The Bolling Co.



WREX-TV

KING-SIZE Station in a KING-SIZE market

WREX-TV dominates the huge isolated Northern Illinois-Southern Wisconsin market—in every way...tops in coverage, ratings, programming, RESULTS. Just give us a chance to prove it.

KING-SIZE Market

More than . . . 1,000,000 PEOPLE

More than . . . 250,000 TV SETS

More than . . . \$1,400,000,000 RETAIL SALES

National Representatives: H-R TELEVISION

WREX gives you the lion's share of sales in this big, rich market.



The "SM" symbo	ols mar	k origina MANAG	exclu-			ILLI	NO	119	-	SH	Met	ropo	litan (County	Area	s —	(Co	ntinu	ed)
		O	POPULA ES 1/1	TIMATE	E8	COTTO.	TIVE B					0	777	SALES	1954		LY)	SALES ADVER ING CONTR	TIS-
AREAS	Area Total % Families ands) U.S.A. (thou-					Not	1	Per	Per	Dellara	-	Coun-	(ir	FIVE ST	ORE GRO		•	Buving	Qual-
561		(theu-		lins	Popu- iation (thou- sands)	Dellars (add 000)	of U.S.A.	Cr p- ita	Fam- lly	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- dex
Rockford	120 140	168.3 138.6	.1038	53.2 45.0		308,834 235,349			5,805 5,230	223,549 178,677	.1315	100000	53,440 36,944	23,149 18,371	13,895 9,518	39,370 38,179	4.00	.1217	000
△ Bloomington	179	78.1	,0480	24.3	45.5	130,494	.0519	1,671	5,370	102,559	.0004	4,221	20,453	9,996	4,702	20,287	2,800	.0537	112
Urbana △Danville	184 187	120.1 90.0		31.8 28.7		our sees			6,676 4,963	124,910 101,955	.0738	3,928 3,552	24,800 22,437	13,115 12,364	4,628 5,776	25,415 18,946	10000	.0791	
△Quincy	219	67.8	.0417	21.7	47.3	90,767	.0381	1,339	4,183	72,532	.0427	3,342	15,990	8,180	2,812	13,507	2,067	.0392	94
Total of Areas		7,145.0	4.3952	2,199.0	6588.0	14,474,828	5.7639	2,026	8,582	9,104,099	5.3545	4,140	2,021,454	1,483,809	432,268	1,462,618	270,063	5.3674	122

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

ILLINOIS -	SH	Income	Breakdown	of Cons	umer Spendin	g Units	The "SM" symbols	mark original, exclu-

7	Total	In- come	1	,	NET IN	COME	GROU	PS, 198	54		Total	in- come		1	NET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer	per Cen-	80-	2,400	\$2,500	3,990	\$4,000	-6,909	\$7,000 & Over	COUNTIES	Gen- sumer	ger Con-	30-	2,400	\$2,500	3-3,999	\$4,000	-6,999	\$7,000	& Ove
	(thous.)	Unit \$	% Units	in- come	% Units	In- come	% Units	in- come	% In- Units come		Units (thous.)	Unit S	% Units	In- come	% Units	to- come	% Units	In- come	% Units	In-
Adams	23.7	3,829	37.4	13.6	27.4	23.6	25.4	35.1	9.8 27.7	Henderson	2.7	4,007	33.6	11.6	30.9	25.5	24.5	32.4	11.0	30.5
Quincy	17.2	3,800	36.3		27.4	23.3	26.3	35.9	10.0 27.9	Henry	16.0	4,522	26.2	8.0	29.3	21.5	32.7	38.3	11.8	32.2
Alexander Cairo	7.8	2,940	54.6		25.6	28.7	15.4	27.7	4.4 17.8	Iroquois	10.8	4,370	25.4	8.1	30.2	22.9	34.4	41.6	10.0	27.4
Bond	4.7	3,017	53.4 45.3		25.9	25.2	15.8	27.8	4.9 19.2 7.0 19.7	Wateeka	1.8	4,287	32.6	10.6	29.9	23.8	26.3	32.5	11.3	33.9
Boone	6.7	4,970	22.6		23.4	15.5	39.9	42.6	14.1 35.6	Jackson	14.5	3,531	43.7	17.2	25.7	24.1	22.0	32.9	8.6	25.8
Belvidere	3.5	5,171	22.1	5.9	20.4	13.0	42.0	43.0	15.5 38.1	Carbondale	5.3	3,642	46.7	17.8	21.3	19.4	20.4	29.6	11.6	33.2
Brown	2.4	3,390	42.2		28.4	27.7	20.6	32.1	8.8 22.0	Murphysboro	3.1	3,685	39.1	14.7	26.5	23.8	26.4	37.9	8.0	23.6
Bureau Princeton	13.1	4,277	30.7		30.8	23.8	27.4	33.9	11.1 32.3	Jasper	3.8	3,032	48.2	22.1	28.6	31.2	18.2	31.8	5.0	14.9
Calhoun	2.1	2,835	54.2		27.4	32.0	27.3 13.0	29.1	16.4 44.3 5.4 17.2	Jefferean	12.2	3,081	38.0	14.3	29.3	26.3	24.6	35.4	8.1	24.0
Carroll	8.6	4,196	30.4		27.3	21.5	30.4	38.4	11.9 30.1	Mount Vernon.	6.2	4,156	32.1	10.7	27.2	21.6	29.3	37.4	11.4	30.3
Cass	4.6	4,191	34.6		26.4	20.8	25.8	32.5	13.2 35.2	Jersey	5.0	3,223	45.3	19.5	27.0	27.7	21.5	35.3	6.3	17.5
Champaign	58.7	3,744	46.1		20.1	17.7		31.1	11.8 34.1	Jo Davioss	7.0	3,926	33.3	11.8	29.1	24.5	27.2	38.7	10.4	27.0
Champaign	22.3	3,691	48.8		18.4	16.4	21.0	30.1	11.8 35.1	Johnson	2.5	2,410	63.5	36.6	24.2	33.1	10.3	22.6	2.0	7.7
Urbana	13.1	3,745	46.7	17.3	18.8	16.8	22.3	31.5	12.2 34.6	Aurora	53.9 18.6	5,738	20.5	4.9	20.5	11.8	38.8	35.9	20.2	47.4
Christian	13.2	4,574	29.0	8.8	26.7	19.3	31.1	36.0	13.2 35.0	Elgin	14.7	5,686	20.5	5.0	19.5	11.2	39.4	36.3	20.4	47.5
Taylorville	3.8	4,804	24.2		26.1	17.9	35.6	39.3	14.1 35.8	Kankakee	22.8	5,026	25.7	7.1	24.2	15.9	34.9	36.6	15.2	40.2
Clark	5.7	3,661	41.1	15.6	25.7	23.2	24.8	35.9	8.4 28.3	Kankakee	9.7	5,206	24.2	8:4	722.9	14.5	36.9	37.6	16.0	41.5
Clay	5.7	3,563	37.9		28.2	26.1	27.5	40.8	6.4 18.3	Kendall	3.9	4,590	23.7	7.2	27.6	19.8	34.3	39.5	14.4	33.5
Clinton	8.6	3,900	32.5		29.5	25.0	29.3	39.7	8.7 23.7	Colorbung	20.1	4,491	29.8	9.2	24.8	18.3	33.2	39.2	12.2	33.3
Coles	7.2	4,137	35.5		25.9	20.7	28.2	36.1	10.4 31.3	Galesburg	12.7 79.8	4,470 5,448	29.9	9.3	23.5	17.4	34.4	40.8	12.1	32.5
Charleston	4.1	3,680	44.9		23.2	20.8	24.0	34.6	7.9 27.7	Waukegan	17.3	5,629	19.4	7.0	20.5	12.4	32.2	31.4	19.8	49.2
Gook	1718.0	5,817	20.6	4.9	20.2	11.5	36.2	32.9	23.0 50.7	Highland Park.	7.4	8,938	21.8	3.4	17.3	6.4	25.1	14.9	35.8	75.3
Chicago	1387.8	5,621	21.2	5.2	21.2	12.5	36.0	33.9	21.6 48.4	La Salle	33.8	5,237	22.6	6.0	24.2	15.3	36.8	37.2	16.4	41.5
Evanston	32.5	7,589	29.4	5.4	14.7	8.4	24.9	17.3	31.0 70.9	Streator	5.9	5,123	21.8	5.9	24.1	15.6	39.3	40.6	14.8	37.9
Oak Park	23.5	8,466	17.0		13.8	5.4	32.1	20.0	37.1 71.8	Ottawa	6.1	5,668	23.3	5.7	18.7	10.9	36.8	34.4	21.2	49.0
Cicero Berwyn	22.6 17.3	6,127	13.8		15.1	6.5	45.0	39.0	26.1 49.8 33.1 89.3	La Salle	4.0	5,331	20.9	5.4	24.5	15.2	37.8	37.6	16.8	41.8
Chicago	17.0	0,000	11.0	2.4	10.1	0.0	21.2	31.0	00.1 89.0	Lawrence	6.7	3,873	35.8	12.8	22.9	19.8	32.0	43.7	9.3	23.9
Heighta	8.5	5,466	19.4	4.9	22.2	13.5	39.3	38.2	19.1 43.4	Lee	11.4	5,067	23.6	6.5	26.5	17.3	34.9	36.5	15.0	39.7
La Grange	4.6	8,848	15.4	2.4	15.0	5.6	31.5	18.9	38.1 73.1	Dixon	4.6	5,284	21.5	5.7	23.6	14.7	37.0	38.0	17.0	41.6
Harvey	6.7	5,704	15.0		18.9	11.0	45.3	42.1	20.8 43.3	Livingsten	11.8	4,775	26.8	7.8	27.6	19.1	31.4	34.9	14.2	35.2
Blue Island	5.8	5,976	16.3		17.7	9.8	41.4	36.7	24.6 49.7	Pontias	3.0	4,927	26.6	7.5	25.3	16.9	34.3	36.9	13.8	38.7
Maywood	9.3	6,547 12,861	15.9		16.1	8.1 4.1	38.8	7.8	29.2 57.1 46.7 86.1	Lincoln	0.7 4.4	4,438	32.7	10.3	26.2	19.5	27.9	33.2	13.2	37.0
River Forest	4.4	10,483	31.2		8.9	2.8	20.0	10.1	39.9 83.0	McDonough	10.8	4,421 3,525	31.7	16.6	26.3	19.7	29.5	35.3	12.5	35.1 24.1
Des Plaines	7.3	6,671	14.7	3.1	14.8	7.3	40.2	31.9	30.3 87.7	Macomb	5.0	3,361	46.7	19.3	26.4	25.9	19.4	30.6	7.5	24.2
Park Ridge	7.2	9,851	13.3	1.9	11.0	3.7	29.1	15.6	46.6 78.8	McHenry	18.0	5,557	23.7	5.0	21.5	12.8	36.2	34.5	18.6	46.8
Wilmette	6.2	11,914	19.1	2.2	11.5	3.2	24.1	10.7	45.3 83.9	Woodstock	2.0	5,909	20.5	4.8	19.4	10.9	38.7	34.6	21.4	49.7
Elmwood Park. Melrose Park.	4.5	7,112	10.1	2.0	11.7	5.5	44.1	32.8	34.1 50.7	McLean	29.0	4,494	33.7		25.2	18.5	27.5	32.4	13.6	38.7
Forest Park	5.2	5,668	14.9		19.1	8.6	44.9	42.0	21.1 43.2 25.4 49.4	Bloomington Macon	15.0 38.1	4,633	32.7 25.5	9.8	24.7	17.6	28.3	32.4	14.3	40.2
Skokie	9.7	8,036	14.7		14.4	5.9	35.8	23.6	35.1 68.0	Decatur	25.9	4,873	25.6		24.4	16.7	35.4	38.8	14.7	37.2
Brasicfield	6.0	8,544	11.9		12.7	6.4	46.0	37.3	29.4 53.8	Macoupin	14.5	3,952	33.4		25.6	21.4	31.4	42.0	9.6	24.8
Calumet City	6.4	6,215	13.9		15.6	8.3	45.4	38.7	25.1 49.9	Madison	66.5	5,019	23.0		22.1	14.6	40.1	32.4	14.8	38.7
Evergreen Park		6,893	13.4		12.0	5.9	43.3	34.2	31.3 57.1	Alton	12.5	5,065	26.7	7.3	21.9	14.3	35.8	37.4	15.6	41.0
Crawford	7.1	3,948	33.3		24.3	20.3	33.5	45.0	8.9 23.0	Granite City	10.9	5,144	18.2		22.6	14.5	44.1	45.4	15.1	35.2
De Kalb	15.7	4,553	30.9		23.4	28.9	33.0	33.1	6.4 18.5 12.7 35.2	Edwardsville	3.1	5,290 5,142	22.3		19.0	11.9	41.0	41.0	17.7	41.2
De Kalb	5.2	4.087	41.1		18.6	15.1	30.6	39.9	9.7 31.0	Wood River	3.9	5,529	16.0		16.8	10.1	49.1	47.0	15.8	
De Witt	5.6	4,751	18.7		31.4	21.9	34.6	38.6	15.3 34.1				1		20.0		2014			
					1				100 100	Marion	14.2	4,140	34.2		26.2	20.9	29.7	38.0	9.9	29.6
Douglas	8.2	4,000	33.7		30.1	24.9	25.2	33.4	11.0 30.0	Centralia	5.1	4,425	31.9		23.9	17.9	32.1	38.4	12.1	33.7
Du Page	8.5	7,064	18.6		12.9	8.0 4.5	38.3	28.7	30.2 61.6 36.2 67.5	Salem Marshall,	2.0	4,820	27.4		25.6		33.4	36.8	13.6	
Downers Grove		7,158	14.4		12.6	5.8	41.1	30.4	31.9 61.0	Mason	4.3 5.2	4,321	31.7	10.3	25.7	19.7	28.7	35.3 36.4	13.5	34.7
Wheaton	7.2	6,423	29.7		12.4	6.4	30.8	25.4	27.1 61.8	Massac	5.0	2,801	53.9			31.1	15.9	30.0	3.8	
Edgar	8.2	3,752	38.3	14.2		25.4	23.3		9.6 27.5	Menard	2.9	4,241	32.6			22.3	26.1	32.6	12.6	
Paris.,	3.9	3,827	38.8		25.4	21.9		38.1	10.4 28.9	Mercer	5.9	3,938		12.9	26.1	21.9	27.4		10.0	28.5
Edwards	2.7	3,451	39.2		31.0	29.7	24.1	37.1	5.7 17.5	Musroe	4.4	4,140					31.9	40.9	9.9	
Effingham	2.6	3,817	35.9		29.4	25.4	24.7	34.2	10.0 27.3	Mentgomery	10.8	3,614					23.8		8.4	
Fayette	7.1	3,571	40.8		28.0	25.9	24.2	35.9	7.3 22.4	Morgan Jacksonville	7.7	3,958	38.6				23.3	31.2	11.7	
Ford	8.2	4,226	27.7		28.7	22.5	32.0	40.1	11.6 28.3	Moultrie	4.3	4,191					28.2		11.9	
Franklin	16.2	3,378	39.6	16.2	31.6	31.0		36.1	5.8 18.7	Oglo	11.5	4,461						39.5		
West Frankfurt		3,581	35.2			30.1		37.5	6.9 18.8	Poeria	67.5	5,174					36.2	37.0	15.8	
Fulton	14.9	4,350	32.0			19.7	30.8		11.3 32.6	Peoria		5,083			23.9		34.5		15.5	
Gallatin	2.9	4,732 3,085	28.1	8.2		15.2	36.5		13.7 35.8 7.1 21.7	Perry	8.7	3,464					23.7		6.6	
	2.0	0,000	91.0	20.4	25.4	44.4	15.9	27.5	7.1 21.7	Pike		4,338 3,290					10.0		7.5	
Greene	8.0	3,340	43.3	17.9	30.0	29.6	18.4	29.1	8.3 23.4	Pope	1.7	2,361					10.3		1.7	
Grundy	6.0	5,002	23.3			16.1	37.5		14.5 38.6	Pulaski	4.5	2,633					10.9		4.0	
Morris	2.5	5,266	23.1	6.1	22.4	14.1	38.6		15.9 41.0	Putnam	1.3	3,964					25.5		10.8	
Hamilton	3.9	2,732	56.4		23.3	28.2	17.4	33.6	2.9 9.5	Randolph	9.8	3,729	34.4	12.8	32.8	20.1	24.3	34.5	8.5	23.6
Hancock	9.3	3,379	42.7		28.7	28.0	20.4	32.1	8.2 22.4	Richland		3,639							7.0	
Hardin	2.3	2,906	45.6	21.8	37.5	42.6	13.8	28.2	3.1 10.4	Olney	3.7	1 3,831	1 32.8	11.8	28.4	24.5	31.5	43.5	7.6	20.7

ILLINOIS - OX	Income Breakdown of Consu	mer Spending Units — (Continued)
---------------	---------------------------	----------------------------------

(C)	Total	In-			ET IN	COME	GROU	PS, 19	54	4 1		Total	In-	3	N	ET IN	COME	GROU	PS, 190	54	
COUNTIES	Consumer Units (thous.)	con- sumer Unit	\$0-2 Units	2,499 % In- come	\$2,500 % Units	-3,999 % In- come	\$4,000 % Units	-6,999 % In- come	\$7,000 Units	& Over	COUNTIES	Con- sumer Units (theus.)	per Con- aumer Unit	\$0-2 Winits	,499 % In- come	.%	-3,999 % In- come	\$4,000 % Units	-6,999 % In- come	\$7,000 Units	% in-
Flock Island	49.9	5,224	20.4	5.4	20.8	13.2	43.2	43.7	15.6	37.7	Mount Carmel.	3.7	4,231	32.6	10.7	24.9	19.4	30.2	37.9	12.3	32.0
Rock Island	19.3	5,052	22.5	6.2	20.6	13.5	43.6	44.6	14.3	35.7	Warren	9.2	3,783	39.3	14.6	29.2	25.7	21.5	30.3	10.0	29.4
Moline	15.6	5,541	19.5	4.9	20.0	12.0	42.6	40.8	17.9	42.5	Monmouth	4.3	3,598	44.1	17.0	25.3	23.3	21.5	31.7	9.1	28.0
East Moline	4.3	5,254	17.2	4.5	20.1	12.7	45.8	46.2	16.9	36.6	Washington	4.7	3,241	42.4	18.2	31.0	31.6	21.8	35.8	4.8	14.0
St. Clair	80.1	4,169	33.4	11.1	24.5	19.5	31.4	39.9	10.7	29.5	Wayne	6.7	3,377	45.9	18.9	28.4	25.8	20.1	31.5	7.6	23.8
East St. Louis.	29.8	4,087	33.4	11.4	27.0	22.0	29.5	38.6	10.1	28.0	Fairfield	2.4	3,910	37.7	13.4	28.5	24.1	21.8	29.6	12.0	32.9
Belleville	14.4	4,618	28.1	8.5	24.0	17.2	34.7	30.7	13.2	34.6	White	0.8	3,792	40.1	14.7	23.4	20.4	26.2	36.5	10.3	28.4
Saline	11.2	3,491	43.7	17.3	25.7	24.4	22.9	34.8	7.7	23.5	Whiteside	17.0	4,631	26.6	8.0	26.2	18.7	35.2	48.2	12.0	33.1
Harrisburg	4.1	3,943	37.9	13.3	25.2	21.2	25.8	34.7	11.1	30.8	Sterling	5.0	5,135	23.4	6.3	23.4	14.4	38.9	40.2	15.3	39.1
Sangamon	50.1	4,700	27.5	8.1	26.2	18.4	32.2	36.3	14.1	37.2	Will	45.9	5,458	30.0	5.1	20.1	12.1	43.3	41.0	17.7	41.8
Springfield	32.8	4.738	27.5	8.1	25.5	17.8	33.4	38.1	14.6	38.0	Joliet	20.8	3,552	20.1	5.0	19.2	11.4	41.8	39.9	18.9	43.7
Schuyler	3.2	3,002	46.9	21.7	32.6	35.9	15.6	27.5	4.9	14.9	Williamson	18.8	3,275	48.3	18.3	29.6	29.9	21.0	35.0	5.5	16.8
Scott	2.3	3,976	39.9	13.9	26.5	22.0	21.2	28.3	12.4	35.8	Herrin	3.5	3,654	35.2	13.4	29.8	26.9	28.1	48.8	6.9	18.8
Shelby	8.2	3,544	41.8	16.4	27.3	25.5	23.0	34.2	7.9	23.9	Marion	4.0	3,571	39.7	15.4	28.2	28.1	24.5	36.4	7.8	22.1
Stark	2.9	4,378	30.7	9.8	27.1	20.4	27.8	33.8	14.4	36.2						Cost					
Stephensen	14.6	4,483	29.3	9.1	25.7	18.9	33.2	38.1	12.8	33.9	Winnebago	58.9	5,248	20.2	5.3	20.9	13.1	41.4	41.9	17.8	39.7
Freeport	8.4	4,623	27.6	8.3	24.1	17.2	34.6	39.7	13.7	34.8	Rockford	41.8	5,335	20.3	5.3	20.2	12.5	40.9	40.6	18.6	41.6
Tazewell	27.8	5,291	18.5	4.9	22.0	13.7	43.8	43.9	15.7	37.5	Weedford:	7.0	4,552	26.1	8.0	26.6	19.3	33.0	38.3	14.3	34.4
Pekin	8.3	5,408	18.7	4.8	20.0	12.2	44.2	43.3	17.1	39.7		100									
Union	5.8	2,917	49.6	23.6	30.0	34.0	16.1	20.1	4.3	13.3	Total Above		10	1							
Vermilien	30.9	4,808	24.4	7.3	30.2	21.8	33.4	38.5	12.0	32.8	Cities	2231.7	5,578	22.8	5.7	21.0	12.5	35.5	33.6	20.7	48.1
Danville	14.5	4,575	27.2	8.3	26.7	19.3	33.7	38.9	12.4	33.5		-	-	-		-		-		-	-
Wahash	5.4	4,106	34.9	11.8	24.9	20.1	28.7	37.0	11.5	31.1	State Total	3239.1	5,250	25.2	6.6	22.1	13.9	34.1	34.5	18.6	45.0

\$200 BILLION ON ITS ACCURACY

You can put this down as a fact. More than \$200 Billion of sales quotas* and advertising appropriations are based annually on the ACCURACY and EXPERIENCED know-how of SALES MANAGEMENT'S Survey of Buying Power.

SALES MANAGEMENT alone can make that statement.

Sales quotas . . . which inspire, create and determine advertising appropriations . . . are the responsibility of the Sales Executive. That's why . . . 26 years ago . . . the Survey of Buying Power was established as a regular issue of Sales Management, the sales executives' magazine . . .

The fabulous acceptance of the Survey today . . . by companies, advertising agencies and organizations that influence these multi-billion dollar sales projects through the use of Survey figures . . . is nothing else but the ever-widening and ever-deepening recognition . . . year after year after year . . . that final sales results bear out the Survey's ACCURACY.

^{*}A conservative estimate based on continuous sampling and analysis of Sales Management's Circulation by Market Statistics, Inc.

hambers of commerce and development boards are best equipped to provide up-to-date reliable information on conditions, resources and facilities in their respective cities states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

For PREFERRED

PLANT SITES See Advertisement

on Page 57

IN THIS ISSUE Foreword 11- 50 Industrial Data Section 51- 77 78- 90 Farm Income Section Growth Trends: Population,

Sales, Construction 91-119 Metropolitan Areas 155-212 Leading Counties 121-152 County-City Section 223-756 Canadian Data 760-807

INDIANA - Counties and Cities - Other East North Contral States:

Indiana state map—page 360	Pop.	N	UMBE	R OF O	UTLET	3			Pop.	N	JUMBE	R OF O	UTLET	S
City County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Anderson Madison	55.1	132	10	42	44	21	Decatur	Adams	8.1	32	4	7	11	
Auburn De Kalb	6.2	23	6	8	10	3	East Chicago	Lake	55.8	255	13		21	2
Bedford Lawrence	13.0	54	7	22	21	9	Elkhart	Elkhart	38.3	117	10	35	43	1
Bloomington Monroe	32.9	77	9	28	26	13	Elwood	Madison	11.6	39	5	7	11	
Bluffton Wells	6.4	15	5	13	9	3	Evansville	Vanderburgh	136.7	403	32	47	58	6
Brazil	9.5	47	5	11	17	6	Fort Wayne	Allen	141.0	316	29		85	7
Columbia City Whitley	5.1	19	3	10	14	4	Frankfort	Clinton	15.8	57	6	15	20	R.
Columbus Bartholomew	21.6	77	13	18	26	6	Franklin	Johnson	7.6	29	4	9	13	
Connersville Fayette	17.3	. 52	5	13	18	4	Gary		155.1	488	21	63	47	4
CrawfordsvilleMontgomery	13.8	45	5	10	19	6	Goshen	Elkhart	13.7	36	6	15	13	
Crown PointLake	6.6	21	5	6	11	2		(Continued	on pag	e 358	3)			

Before using these figures, see explanation page 11.

Sales Management's

1955 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows at a glance comparative Retail Sales Strength of every county . 27" x 41"

. . . in 6 colors

- 1. All Metropolitan County Areas clearly defined.
- 2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
- 3. Differences in retail sales volume indicated by County shad-

Red-for counties with \$100 million or more. Green-for counties with \$50 million to \$100 million. Yellow-for counties with \$25 million to \$50 million. Blue-for counties with \$10 million to \$25 million.

- 4. 1570 cities with retail sales of \$20 million or more.
- 5. City populations indicated-(as of January 1, 1955).
- 6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
- 7. Special markings indicate counties whose family sales exceed U. S. family average.

PRICE: \$3.50 a single copy; \$3.00 each for two or more copies

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

For More Sales in '55 . . . Schedule Fort Wayne

Indiana's Golden Zone Market

TEST IN FORT WAYNE

Now 159,790 City Zone Population* See Paragraph 28, ABC Publisher's Report

A high ranking test city in the nation. The only market in the Mid-Central states where you can check your test AT NO EXTRA COST with the Grocery and Drug Inventory covering 900 items in 47 Classifications Sales movement of all brands inventoried every 26 days.

Write for details and your copy of the Golden Zone Market Data Book.

This big, rich 13-county area (ABC) is isolated from other large cities and is a self-contained market. From Fort Wayne, Chicago is 164 miles; Detroit, 156 miles; Toledo, 105 miles; Indianapolis, 116 miles.

The entire area is virtually 100% home delivered and can be thoroughly sold by both Fort Wayne newspapers, The News-Sentinel, evening, and The Journal-Gazette, morning.

People here have money and spend it in this market of diversified industry and agriculture. The table below shows how much they have and what they spent it for in 1954.

Population	488,500
Families	150,800
Total E.B.I \$7	99,244,000
E.B.I. per family	5,300
Retail Sales 5	61,067,000
Retail Sales per fam	

Food Sales . . . \$124,700,000 Gen. Mdse. Sales 58.078.000 Furn.-HH-Radio 28.617.000 112,599,000 Automotive Drug Sales 14.315.000

(Sales Management, 5-10-'55)

FORT WAYNE NEWSPAPERS, INC., Agent for

The News-Sentinel . THE JOURNAL GAZETTE

Represented by Allen-Klapp Co.-New York-Chicago-Detroit-San Francisco

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA - (Continued)

	Metro-	0		TION TIMATI	ES	#WID	TIVE B					0	277	L SALES	1954			SALES ADVER INC	TIS-
COUNTIES	politan Area	Total	·	Fami-	Urban- ized	Net	«	Per	Per	Dollars	q <u>r</u>	Coun-	(İr	FIVE ST	ORE GRO			Buying	Oual
		(thou- sands)	U.S.A.	lies (thou- sands)	Pepu- lation (thou- sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(udd 000)	% of U.3.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Adams		23.4	.0144	6.8	8.1	32,813	.0131	1,482	4,825	22,884	.0135	3,385	5,171	940	1,615	4,416	443	.0135	94
Decatur		8.1	.0050	2.5		13,613	.0054	1,681	5,445	13,050	.0077	-	3,087	588	358	3,104	324	.0060	120
Allen	51	203.7	.1253	63.2	158.0	396,046	.1577	1,944	6,267	285,778	.1563	4,208	57,331	40,509	14,825	51,920	8,166	.1508	120
▲Fort Wayne		141.0	.0867	44.5		292,864	.1166	2,077	6,581	235,834	.1387		49,811	39,208	14,748	47,470	7,826	.1173	135
Bartholomew		43.2	.0286	13.2	23.1	80,864	.0241	1,404	4,596	36,875	.0217	2,794	9,127	3,152	1,827	6,003	936	.0239	90
Columbus		21.6	.0133	6.9		34,852	.0130	1,614	5,051	31,871	.0187		7,179	2,965	1,711	5,281	703	.0152	114
Benton		11.7	.0072	3.4		17,613	.0071	1,505	5,180	12,825	.0075	3,772	2,628	289	806	2,905	346	.0072	100
Blackford		14.5	.0089	4.4	7.6	20,649	.0082	1,424	4,693	16,048	.0095	3,647	3,765	1,272	824	3,602	486	.0087	98
Hartford City.		7.4	.0046	2.5		10,907	.0043	1,474	4,363	12,574	.0074		2,629	1,091	649	3,330	365	.0053	115
Boone		25.6	.0158	8.2	8.2	41,189	.0164	1,600	5,023	30,782	.0181	3,751	5,765	1,773	1,147	3,834	857	.0168	106
Lebanon		8.2	.0050	2.5		14,101	.0056	1,720	5,640	20,703	.0122		3,191	1,317	811	3,085	585	.0078	. 150
Brown		5.8	.0036	1.8		5,206	.0020	898	3,254	2,345	.0014	1,465	892	95	69	236	47	.0022	61
Carrell		17.0	.0104	5.4	2.7	24,145	.0097	1,420	4,471	14,241	.0083	2,637	3,451	412	692	3,748	233	.0094	90
Cass		40.7	.0250	12.1	23.2	59,788	.0238	1,489	4,941	48,643	.0286	4,020	8,529	4,936	2,113	9,713	1,526	.0255	102
Logansport		23.2	.0143	7.6		39,156	.0156	1,688	5,152	39,980	.0235	144	5,890	4,898	1,972	8,077	1,407	.0177	124
Clark	84	58.1	:0356	17.0	32.5	77,210	.0307	1,329	4,542	38,877	.0217	2,100	-11,167	1,784	1,261	8,045	876	.0290	81
Jeffersonville	0.7	18.3	.0113	5.0		27,097	.0108	1,481	4,839	24,063	.0142		6,710	1,094	1,046	6,176	595	.0119	105
Clay		23.8	.0146	7.9	9.5	33,126	.0132	1,392	4,193	18,252	.0108	2,310	5,320	1,045	919	4,474	555	.0127	87
Bearil		9.5	.0058	3.1		13,674	.0054	1,439	4,411	13,499	.0079		3,394	750	737	4,234	446	.0062	107
Clintun		31.0	.0191	10.0	15.8	48,154	.9192	1,563	4,818	32,517	.0191	3,252	6,877	1,556	1,853	6,874	829	.0192	101
Frankfort		15.8	.0007	5.1		25,462	.0101	1,612	4,993	24 149	.0142		5,236	1,394	1,383	6,251	331	.0113	116
Grewford		9.3	.0057	2.7	1	7.024	.0030	820	2,824	4,781	.0028	1,760	1,065	477	77	1,311	95	.0035	61
Daviess		27.8	.0170	8.2	11.7	31,945	.0127	1,157	3,896	24,835	.0146	3,029	5,295	1,402	1,308	6,622	858	.0141	83
Washington		11.7	.0072	3.8		16,307	.0065	1,394	4,291	19,213	.0113		3,687	1,198	1,177	5,352	447	.0081	113
Dearbern		26.8	.0168	7.9	10.4	38,347	.8145	1,356	4,501	25,661	.0151	3,248	7.410	905	1.005	4.486	579	.0151	92

4 and A See end of state for SM Me'ropolitan County Areas.

@ SM. 1955.

Before using these figures, see explanation page 11.



there's more money in

MUNCIE

The industrially dynamic, agriculturally rich 5-county Muncie area blanketed by the Muncie Star and Muncie Evening Press is wide-open for your soles message. And the answer is simply MORE MONEY — Total of Bank and Building and Loan Resources \$148,836,074.03*

— Effective Buying Income \$324,783,000.**

Because of this greater spendability, Muncle is becoming increasingly important as The Test Market that pays double dividends—giving you valuable test information quickly, plus big volume sales I That's the reason many of the country's leading advertisers have found Muncle perfect for important schedules. Make It a point this year to include growing Muncle's unusually high buying power in your advertising plans I

Muncie's a Moneymaking Market !

THE MUNCIE STAR - THE MUNCIE EVENING PRESS

Combined Circulation 48,205*** — Sunday 29,746*** — Represented Nationally—Kelly Smith Company
Sources: * Bank Statements Ending Dec. 31, 1954

Sales Management Survey 1954 *ABC Audit Report Ending June 30, 1954

INDIANA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Matro-		POPULA ES 1/1	TION TIMATI	ES	COTTO	TIVE BI					•		SALES	1964	4	THE STATE OF	SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Tetal	«	Fami-	Urban-	Not	*	Per	Per	Deliara	«	Coun-	(in		ORE GRO			Buying	Oual-
		(thou- sands)	of U.S.A.	lies (thou- sands)	Pepu- lation (thou- sands)	Dollars (add 600)	U.S.A.	Gap- ita	Fam- ily	(add 000)	u.s.a.	Sales Per Fam- lly	Feed	General Mdse.	Furn House- Radie	Auto- motive	Drug	Power Index	ity in- dex
Decatur		19.0	.0117	6.7	7.1	25,547	.0102	1,345	4,482	18,210	.0107	3,195	3,764	1,584	967	2,933	378	.0106	91
Greensburg		7.1	.0044	3.3		11,018	.0044	1,552	4,790	13,007	.0000		2,396	1,274	847	2,684	378	.0055	125
De Kalb		27.3	.0168	8.5	10.8	30,912	.0159	1,462	4,096	25,153	.0148	2,959	6,580	1,715	1,227	4,016	554	.0158	94
Auburn		6.2	.0038	2.1		10,779	.0043	1,739	5,133	12,875	.0076		2,951	1,032	576	2,095	275	.0052	137
Delaware	. 96	99,9	.0814	31.3	65.7	188,114	.0888	1,683	5,371	102,193	.0801	3,265	23,000	10,807	6,730	20,701	3,302	.0637	104
▲Muncie		62.9		19.9		114,090	.0454	1,814	5,733	87,245	.0513		20,190	10,752	6,228	18,048	3,817	.0458	1
Dubois		25.1	.0154	6.1	9.9	30,981	.0124	1,234	4,490	23,276	.0137		4,232	959	1,172	5,494	519	.0134	-
Elkhart	189	92.0	.050f	28.1	57.6	165,193		1,796		113,598	.0967		25,007	8,075	8,913	27,398	3,802	,9642	2 000
△Elkhart		38.3	.0236	12.4	5	78,456	.0312	2,048	6,327	60,072	.0353		14,083	5,144	2,827	15,533		.0300	
Goshen		13.7	.0084	4.4		26,071	.0104	1,900	5,925	26,314	.0155		4,1.33	2,316	1,169	5,501	705	.0118	
Fayette		26.3	.0162	7.1	17.3	42,142	.0166	1,801	5,473	29,257	.0100	3,670	6,852	1,422	1,972	6,087	884	.0166	102
Connersville		17.3	.0100	5.3	3	30,515	.0122	1,764	5,758	22,128	.0130		5,349	1,362	- 1,972	5,306	606	.0121	114
Floyd	. 84	49.0	.0305	15.4	38.4	75,561	.0301	1,823	4,907	47,000	.0274	3,053	11,704	2,449	2,649	9,065	1,164	.0295	100
New Albany		33.9	.0209	10.1		53,966	.0215	1,592	4,951	44,167	.0260		11,110	2,297	2,461	8,673	1,095	.0227	100
Fountain		18.1	.0113	6.1	4.0	24,188	.0006	1,321	4,031	17,205	.0102	2,878	3,764	414	1,052	4,387	482	.0101	89
Franklin		17.0	.0104	4.1	2.7	16,670	.0067	981	3,704	9,985	.0056	2,219	2,377	576	396	1,168	99	.0071	68

A and A See and of state for SM Metropolitan County Areas.

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Before using these figures, sae explanation page 11.

OFFERING READY, WILLING and
ABLE BUYERS FOR YOUR PRODUCTS!

1954 RETAIL SALES

\$218,181,000.00

FOOD SALES

\$50,587,000.00

FURNITURE, HOUSEHOLD, RADIO

\$12,219,000.00

EFFECTIVE BUYING INCOME

\$327,282,000.00

GENERAL MERCHANDISE

\$25,816,000.00

AUTOMOTIVE

\$44,278,000.00

ource: Sales Management

... and there's only one way to effectively SELL this market . . . through the concentrated, hard-selling circulation offered by THE HAMMOND TIMES . . .



Represented by: BURKE, KUIPERS & MAHONEY, Inc.

WHAT "POTENTIAL METROPOLITAN AREA" NEWSPAPERS TO SKED?

A . HERE'S ONE YOU CAN NOT AFFORD TO OVERLOOK!

The Elkhart Truth

Serving ELKHART COUNTY, INDIANA Where BUYERS + INFLUENCE = SALES!

(WITH E.B.I.)

(WITH E.B.I.)

92,000 Elkhort County residents (43% of them living in the principal city of Elkhort) netted 16% more Effective Buying Income than the average American. Those who live in Elkhort had a whopping 33% more Effective Buying Income . . . part of the reason you'll note the high QUALITY INDEX of 131 for the city and 113 for the county. Among POTENTIAL METROPOLITAN AREA COUNTIES in the U.S. you'll find Elkhort County high on the totem pole.

Circulation/Families ratio

in Elkhart City Zone

(46,726 A.B.C. population) where E.B.I. is 33% higher than U.S.— 64% Circulation/Families ratio in the County where E.B.I. is 16% above U.S.

Elkhartans SPEND money, too! . . . Last year to the tune of 26% per family more than the U.S. average—38% more per family than the average Hoosier family!

If you're unimpressed with statistics, just say the TRUTH is a good newspaper serv-ing a "gem" of a secondary market—then include Elkhart County in your plans!

SOURCE: 1955 SALES MANAGEMENT SURVEY

Represented by JOHNSON, KENT, CAVIN & SINDING

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA - (Continued)

COUNTIES	Metro- politan Area	POPULATION ESTIMATES 1/1/55				EFFECTIVE BUYING INCOME ESTIMATES—1954				RETAIL SALES ESTIMATES—1954								SALES AND ADVERTIS- ING CONTROLS	
		Total	%	Fami-	Urban-	Net	% of	Per	Per	Dollars (add 000)	% ef	Coun-	FIVE STORE GROUPS (in thousands of dollars—add 000)					Buying	Oual
		(thou- eands)	U.S.A.	lies (thou- sands)	Population (thou-sands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- lly		U.S.A.	Sales Per Fam- liy	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Fulton		17.5	.0108	6.6		24,353		1,392		20,455	.0121	3,719	3,752	1,439	848	3,572	470	.0107	
Rochester		5.2	.0032	1.6		8,460		1,629		13,208	.0078	- 21	2,436	983	532	3,055	226	.0047	1000
Gibeon		31.2	.0192	9.8		30,708		1,273		32,453	.0191	3,312	7,282	1,958	772	5,835	828	.0175	
Princeton		7.7	.0047	2.6		10,683		1,387		17,037	.0100		3,428	1,140	436	4,168	363	.0061	
Grant		86.3	.0408	20.2		95,050		1,434		85,446	.0385	3,240	15,024	8,944	3,762	12,172	2,102	.0396	1
Marion		33.8	.0208	11.1		53,844	.0214	1,593	4,851	48,753	.0287	100	10,227	6,623	3,294	10,038	1,742	.0235	113
Greene		27.3		9.1		31,685		1,161		21,467	.0126		6,005	1,643	1,570	3,586	632	.0134	
Hamilton	1	30.8	0.00	9.7	0.00	47,934			4,942	28,101	.0165	2,897	5,736	1,119	898	4,961	686	.0183	
Noblesville	410	7.1	.0044	2.2		11,292		1,590		14,117	.0083	500	2,884	800	431	3,375	317	.0056	
Hancock		22.1	.0136	7.1	6.8	31,258	.0125	1,414	4,403	19,055	.0112	2,684	4,926	493	1,254	4,967	422	.0123	90
Harrison		18.8	.0116	5.3		20,122	.0080	1,070	3,797	10,978	.0065	2,071	2,187	955	841	2,561	146	.0083	72
Hendricks		27.5	.0169	8.1	6.2	44,943	.0179	1,634	5,415	16,867	.0099	2,032	3,579	452	487	3,380	728	.0153	91
Henry		48.7	.0300	14.5	20.2	77,232	.0307	1,588	5,326	45,800	.0209	3,150	13,429	3,454	2,276	9,107	1,229	.0294	98
New Castle		20.2	.0124	6.7		37,308	.0149	1,847	5,568	31,188	.0183	. 10	9,726	8,077	1,711	6,728	873	.0154	124
Howard	14	59.2	.0364	18.4	42.2	99,385	.0396	1,679	5,401	62,221	.6386	3,382	13,853	8,742	4,725	12,503	1,857	.0381	108
Kokomo		43.7	.0260	13.0		72,452	.0289	1,717	5,573	56,086	.0330		12,247	5,689	4,193	10,830	1,515	.0296	114
Huntington		32.7	.0201	10.4	15.6	47,374	.0189	1,440	4,555	35,084	.0207	3,373	8,232	4,680	1,698	8,045	916	.0196	98
Huntington		15.0	.0098	5.1	1	24,858	.0099	1,593	4,874	26,137	.0154		6,231	4,533	1,356	3,603	664	.0115	120
Jackson		29.8	.0181	8.1	10.4	33,680	.0134	1,142	3,784	29,440	.0173	3,308	6,536	2,136	1,158	5,199	491	.0156	86
Seymour	1 33	10.4	.0064	3.1	00	14,617	.0058	1,405	4,429	19,980	.0117	1.17	8,980	1,317	850	4,151	290	.0077	7 120
Jasper		18.4	.0114	5.1	4.5	24,120	.0006	1,311	4,551	17,955	.0105	3,388	4,129	1,009	592	3,718	310	.0102	89
Jay		23.7	.0148	7.1	10.3	33,088	.0132	1,396	4,353	21,363	.0121	2,811	5,105	790	1,025	4,871	499	.0133	3 82
Portland		7.1	.0046	2.1	5	13,203	.0053	1,700	5,281	12,898	.0076		2,738	430	535	3,193	263	.0059	128
Jefferson		23.1	.0142	8.4	10.5	25,399	.0101	1,100	3,968	19,685	.0116	3,078	4,338	1,473	1,153	3,780	885	.0113	3 80
Madison		10.8	.0008	3.	4	18,393	.0053	1,270	3,936	17,075	.0100		3,163	1,222	1,153	3,566	884	.0070	0 108
Jennings		16.2	.0100	4.	3.7	13,438	.0053	830	3,278	10,332	.0061	2,820	2,601	826	223	2,679	173	.006	8 85
Johnson		28.8	.0177	8.	14.6	44,586	.0178	1,54	5,067	25,365	.0146	2,882	6,237	1,106	1,250	5,821	841	.0101	8 95
Franklin		7.0	.0047	2.	4 177	12,683	.0061	1,666	5,285	13,200	.0078		2,774	675	481	3,106	454	.0058	8 123
Knox		44.5	.0271	13.1	9 24.3	61,071	.0243	1,382	4,394	49,455	.8291	3,558	10,624	6,098	2,007	9,511	1,270	.0263	3 97
Vincennes		19.3	.0110	6.	3	29,993	.0119	1,55	4,761	36,650	.0216		7,061	5,705	1,638	7,945		.0148	8 124
Kosciusko		35.0	.0218	11.	7.8	49,321	.0191	1,40	4,443	37,388	.0216	3,368	8,726	1,234	2,106	6,444	851	.0207	7 96
Warsaw		7.0	.0047	2.	5	11,798			4,718	18,225			4,200		1,264	4,447	277		
Lagrange		15.5	.0096	4.	4	17,979			4,088	11,388		2,581	2,761			2,185		.007	8 78
Lake		414.6	.2551	119.	301.0	823,381	.3271	1,98	6,800	401,354	.2800	4,112	124,480	57,299	25,693	83,226	12,720	.3017	7 118
East Chicago		156.1	.0961	44.	8	387,881	.1808	8,00	7,306	918,181	.188	3	50,587	25,816	18,810	44,878	5,084	.100	0 128
Gary		155.1	.0954			315,611			7.076				48,227						0 133

C SM, 1955.

Before using these figures, see explanation page 11.

These Figures* Reveal Hammond-East Chicago's Sales Potential!

1954 RETAIL SALES \$218,181,000 EFFECTIVE BUYING INCOME \$327,282,000 FOOD SALES \$50,587,000 GENERAL MERCHANDISE \$25,816,000 FURNITURE, HOUSEHOLD RADIO \$12,219,000 AUTOMOTIVE \$44,278,000 DRUG \$5,054,000

*Source: Sales Management May 10, 1955

... and here's the ONLY way to SELL this market!

The 1954 sales record achieved by this dual-city market was nothing short of spectacular . . . indisputable proof of the tremendous sales potential available . . . if you care to go after it! And what better way than through the YOUR concentrated, pin-pointed circulation offered ONLY by THE HAMMOND TIMES. "Fringe coverage" newspapers can't even hope to do this type of selling job, which calls for concen-

trated, hard-selling circulation . . and that's exactly what you get when your sales message appears in THE HAMMOND TIMES.



ed by: BURKE, KUIPERS & MAHONEY, Inc.

INDIANA - (Continued)

The "SM" symbols mark original, exclu-

COUNTIES	Metro- politan Area	OZD ESTIMATES OZD					CTIVE BUYING INCOME ESTIMATES-1954				HETAIL SALES SM ESTIMATES—1864								SALES AND ADVERTIS- ING CONTROLS	
		Total	8	Fami- lies (thou- sands) (t	Urban- ized Popu- lation (thou- sands)	Net Dollars (add 000)	% of U.S.A.	Per Gap- ita	Per Fam- ily	Dollars (add 000)	% of U.S.A.	County Sales Por Family	FIVE STORE GROUPS (in thousands of dollars—add 000)					Buying	Oual	
		(thou- sands)	of U.S.A.										Food	General Mdec.	Furn House- Radio	Auto- metive	Drug	Power Index	ity In- dex	
Hammond		100.4	.0618	29.6		212,450	.0846	2,116	7,177	148,433	.0873		30,942	24,216	8,077	31,476	3,155	.0809	131	
East Chicago		55.8		15.2		114,832	.0457	2,058	7,555	69,748	.0410		19,645	1,600	4,142	12,802	1,899	.0420	122	
Whiting	-	9.3		2.7		19,934	.0079	2,143	7,383	17,893	.0105		4,475	577	1,329	1,783	495	.0082	144	
Crown Point		6.6	20000	2.0		11,762	.0047	1,782	5,881	15,636	.0092		4,011	\$30	835	3,805	264	.0059	144	
Hobart		11.6	.0071	3.2		19,947	.0079	1,720	6,233	10,250	.0060	1	4,286	243	229	1,954	240	.0072	101	
a Porte	10.00	85.6	.0826	25.5	53.0	136,184	.0542	1,591	5,341	81,403	.0537	3,584	23,845	7,561	4,485	18,572	2,292	.0537	102	
Michigan City.	0.0	30.8	.0189	8.5		46,094	.0184	1,497	5,423	42,610	.0251	100	12,192	4,656	2,197	7,641	1,290	0205	108	
La Porte	0.11	22.2	.0137	7.6		42,882	.0171	1,932	5,842	37,620	.0221		8,727	2,775	2,245	10,144	918	.0179	131	
Awrence		35.2	.0217	10.7	16.4	45,376	.0181	1,280	4,241	31,510	.0186	2,945	7,514	2,172	2,398	8,436	908	.0190	88	
Bedford	1.2	13.0	.0080	4.2		20,657	.0082	1,589	4,918	24,005	.0141	1000	4,801	724	2,074	5,947	762	.0099	124	
Madison	100	113.3	.0097	35.8	70.1	193,571	.0770	1,708	5,437	116,541	.0685	3,274	27,722	11,925	6,221	24,821	4,007	.0728	105	
△Anderson		55.1	.0339	18.2	L. Area	104,562	.0416	1,898	5,745	77,851	.0458		17,518	9,123	5,132	18,970	2,851	.0413	122	
Elwood		11.6	.0071	3.6		18,624	.0074	1,606	5,173	15,237	.0090		3,905	2,176	819	2,903	488	.0078	110	
Marion	66	613.6	.3774	194.0	567.8	1,237,190	.4927	2,016	6,377	829,504	.4879	4,276	175,207	130,889	45,593	179,911	36,240	.4802	124	
AIndianapolis.		445.8	.2742	141.9		920,058		2,064	2000	774,860	.4557	-	155,327	130,184	44.690	173.623	33.806	.3748	137	

A and △ See end of state for SM Metropolitan County Areas.

C SM, 1955.

Before using these figures, see explanation page 11.

ANDERSON INDIANA'S 5th LARGEST METROPOLITAN MARKET

113,300 Population-\$193,571,000 Income-\$116,541,000 Retail Sales

A combination of high farm income and industrial wages result in above-average buying power for the entire metropolitan market.

Family income in Anderson is \$5,745 - \$471 above the U.S. average . . . in the county area, \$5,437-\$163 above. According to Sales Management's Survey of Buying Power, Madison is one of Indiana's top farm income counties . . . while big industrial payrolls are bedrocked on more than 140 plants, including General Motors and Anaconda Wire & Cable.

This huge slice of the Indiana market is delivered only by the Anderson Newspapers—saturating both city and county.

CIRCULATION: Morning and Evening 36,142-Sunday 19,491

Represented by the ALLEN-KLAPP Co .- New York, Chicago, Detroit

IN INDIANAPOLIS

YES, PEOPLE DO BUY MORE IN INDIANAPOLIS...

- ➤ General Merchandise Sales per family 66.9% above the national average.*
- ► Sales of Food Supermarkets per family 57.3% above national average.*
- ▶ Drug Store Sales per family 86.3% above the national average.*
- ▶ Department Store Sales per family 149.2% above the national average.*
- ► Automotive Sales per family 38.2% above the national average.*
- ▶ Jewelry Store Sales per family 67.7% above the national average.*

Indianapolis is not only one of the richest markets in the nation, but it also combines all the other market advantages you need for bigger, more economical sales:

IT'S BIG... Metropolitan Indianapolis has a population of more than 600,000. It is the hub of a vast 45 county trading area with a total population of 1,951,200 and an Effective Buying Income of over THREE BILLION DOLLARS. There is no other major market within 100 miles to compete.

IT'S ACTIVE . . . Retail Sales alone in this huge 45 county trading area accounted for 46.8% of all retail sales in Indiana with the state itself tenth among all states in retail sales.

IT'S GROWING . . . In the past 25 years the Indianapolis market has grown 30% in popu-

lation, 258% in Effective Buying Income and 294% in Retail Sales, substantially greater gains than those made by the nation as an average.

IT'S DIVERSIFIED, BALANCED & STABLE . . . Indianapolis has over 2600 varied manufacturing companies and it is located in the heart of one of the nation's richest agricultural production areas.

IT'S EASILY REACHED . . . Indianapolis is the center of a huge network of roads and highways. It is one of the nation's largest air and rail centers.

AND, IT'S FULLY COVERED . . . The Indianapolis Star and The Indianapolis News—and only The Star and The News—provide the means for economical, saturation coverage of this big market.



Send for our new 20-page market data booklet today!

KELLY-SMITH COMPANY . NATIONAL REPRESENTATIVES

THE INDIANAPOLIS STAR

YOUR FIRST TEAM FOR SALES IN INDIAN

THE INDIANAPOLIS NEWS

*Consumer Income Supplement, 1954, Standard Rate & Data Service

MAY 10, 1955



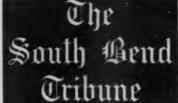
TALK ABOUT MONEY IN THE BANK!



1954 Bank Deposits in South Bend Hit All Time High!

South Benders deposited more money in their banks in 1954 than in any other year! And they bought more U.S. Savings Bonds than in the previous year. Effective Buying Income in 1954* was 8% higher than in 1953. People in South Bend have more money to spend than ever! You reach them all with only one newspaper—the South Bend Tribune. Write for free market data book, "Test Town U.S.A."

*1955 Sales Management Survey of Buying Power.





Franklin D. Schorz — Editor and Publisher
STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		0		TION TIMATI	ES	ALUTA I	TIVE BI			1	1 919	•	777	SALES	1954		20	SALES ADVER	TIS-
CITIES	Metro- politan Area	Total	of.	Fami-	Urban-	Not		Per	Per	Dallars	æ	Cours-	(in	FIVE ST	ORE GRO		923	Buying	Oual
		(thou- sands)	of U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- liy	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Marshall		32.1	.0197	9.8	10.4	53,736	.0214	1,674	5,493	36,283	.0213	3,700	6,806	2,138	1,223	6,596	891	.0211	
Plymouth		7.2	.0044	2.3	-	13,888	.0055	1,929	6,038	17,864	.0105	1	3,457	1,629	730	3,386	358	.0068	15
Wartin		11.4	.0071	3.3		11,596	.0046	1,017	3,514	6,151	.0036	1,864	1,848	386	114	705	209	.0048	86
Mlaml		29.0	.0178	9.3	13.9	44,943	.0179	1,580	4,833	28,254	.0166	3,038	6,890	2,842	1,361	4,145	674	.0175	
Peru		13.8		4.6		23,692		1.717	5,150	21,583	.0127	3	5,040	2,132	1,187	3,616	530	.0102	130
Manree		84.1	.0333	14.3		81,066			5,668	43,111	.0254	3,015	10,357	3,273	2,479	10,285	1,686	.0304	9
Bloomington		82.9	25000	8.1		60,366	.0240	1.835	7,453	39,985	.0235		8,636	2,984	2,321	9,550	1,696	.0231	11
Mentgomery		30.2		9.7		47,530			4,900	32,753	.0192	3,377	7,501	2,636	1,531	7,899	835	.0100	10
Crawfordsville		13.8	2000	4.8		24,270	.0097	1,759	5,393	22,386	.0132		4,793	2,553	970	5,486	066	.0105	13
Morgan		26.1	.0100	8.0	6.7	30,354	.0121	1.163	3,794	21,992	.0130	2.749	6,015	1,251	873	3,123	484	.0132	8
Newton		11.4		3.8		16,811			4.803	12.614		3.604	2,570	294	445	2,198	403	.0000	9
Nobla		26.0		8.1		36,490	.0145	1,382	4.506	31,142	.0183	3,845	6,259	1,327	1,138	8,135	632	.0161	9
Kendaliville		6.8		2.5		11,204	.0045	1,724	5,093	14,741	.0087		2,569	807	539	4,769	279	.0057	14
Ohle		4.7		1.1		5,546	.0022	1,180	4,266	2,678	.0016	2,080	720	92	42	743	45	.0021	7
Orange		17.1		5.1		16,744			3,283	11,782	.0000	2,310	3,253	455	385	2,389	473	.0078	7
Owen		12.2		8.7		12,200	.0049	1,008	3,316	7,803	.0044	2,028	2,040	287	427	1,870	222	.0082	
Purke		15.1	.0004	4.1		17,991	.0071	1,170	3,748	11,681	.0069	2,434	2,796	342	327	1,842	342	.0071	
Porry		17.0	.0110	8.1		18,438	.0074	1,030	3,615	13,588	.0080	2,658	3,551	1,285	798	4,117	340	.0083	
Pike		14.0	.0000	4.8	3.0	16,124	,0064	1,112	3,583	11,463	.0067	2,547	3,015	540	246	4,746	90	.0070	7
Parter		45.1	.0281	13.1	18.6	75,584	.0301	1,650	5,770	40,911	.0241	3,123	10,396	2,444	1,483		1,102		
Valparaise		13.1				26,735		2,010	7.036	20,416	.0120		4,877	2,285	937	4,791	894	.0105	
Possy		20.1				28,617			3,872	16,287	.0005	2,670	3,700	681	395	3,116	248	.0101	
Pulanki		13.1			1	17,983			4,612	13,520		3,480	2,790	208	572	2,977	202	.0070	1
Putnam		23.1	.0147	0.1	0.8	29,007	.0118	1,21	4,204	23,487	.0138	3,406	4,000	1,314				.612	-
Greencastle		6.1				11.070	.0044	1.62	6.923	14,820	.0083		2,772	723	573	2,667	480	.005	7 1

O.SM. 1955

Jefore using these figures, see explanation page 11.

WSBT-TV DOMINATES



COVERAGE AREA:

9 Rich Counties in Northern Indiana and Southern Michigan

THIS RICH MARKET... and then some!

A GREATER SHARE OF THE SOUTH BEND-MISHAWAKA TELE-VISION AUDIENCE THAN ALL OTHER STATIONS COMBINED*

If you want to reach the television viewers of South Bend there's only one economical and efficient way to do it. Buy WSBT-TV. No other station comes close to WSBT-TV in share-of-audience—in fact, all of them put together deliver fewer viewers than WSBT-TV gives you. Furthermore, when you use WSBT-TV your sales story is presented with a clear, interference-free picture.

*TV Hooperatings, Nov., 1954 for South Bend-Mishawaha, Ind.

A BIG MARKET . . . A PROSPEROUS MARKET

The primary coverage area of WSBT-TV embraces a prosperous 9county market in Northern Indiana and Southern Michigan. The following income and sales figures show clearly the sales potential of this great market:

Effective Buying Income . . . \$1,165,620,000 Total Retail Sales \$783,927,000 Food Sales.....\$182,091,000 Drug Sales.....\$22,930,000

SOUTH

BEND,

IND.

Source: Sales Management Survey of Buying Power, 1955

WSBT-TV

ASK PAUL H. RAYMER COMPANY

NATIONAL REPRESENTATIVES

The "SM" symbols mark original, exclugive estimates by SALES MANAGEMENT. INDIANA - (Continued)

		•	POPULA ES 1/1	ATION TIMATI	ES	ACTION 1	TIVE B					J	773	L SALES	1954			SALES ADVER INC CONTR	TIS-
CITIES	Metro- politan Area	Total	-	Fami-	Urban-	Net		Per	Per	Dollara		Coun-	(le		ORE GRO			Buying	Oual
		(thou- sands)	of U.S.A.	fies (thou- eands)	Fonu- lation (thou- sands)	Deliars (add 000)	U.S.A.	Cap- ita	Fam- Ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Randelph		28.0	.0173	9.1	9.5	39.823			4,354	33,523	.0197	3,684	5,928	1,875	1,389	5,179	767	.0173	
Winchester		5.7		1.0		9,490			4,995	18,990	.0112	130.0	2,291	821	527	2,805	346	.0000	
Ripley		19.5	.0120	8.0	3.3	28,441	.0081	1,048	3,407	19,520	.0115	3,253	4,496	866	992	4,801	507	.0099	83
Rush		20.5	.0128	8.2	7.2	29,195	.0117	1,424	4,709	20,066	.0118	3,236	3,642	910	669	2,408	385	.0119	
Rushville		7.2	.0044	2.2		12,053	.0048	1,674	5,479	15,372	.0000		2,543	606	567	2,036	244	.0000	
St. Joseph South Bend-	138	232.0	.1427	69.0	192.8	477,674	.1902	2,059	6,923	288,214	.1895	4,177	61,314	35,643	18,276	59,075	7,813	.1745	122
Mishawaka	101	185.8	.1020	51.0		853.215	.1407	8,180	6,986	#50,785	.1888		48,878	38,170	17,089	\$5,085	7,439	.1366	184
▲South Bend.		129.7	.0798	39.5		282,990	,1127	2,182	7,164	221,793	.1305		42,043	34,164	15,340	46,084	6,539	.1115	
Mishawaka		36.1	.0222	11.0		70,225	.0280	1,945	6,107	37,940	.0223		11,835	1,008	1,680	9,011	960	.0251	
Scott		13.0	.0084	4.1	7.1	14,449	.0057	1,082	3,524	12,111	.0071	2,954	3,392	286	867	2,248	170	.0067	80
Shelby		29.8	.0183	9.5	12.3	44,098	.0176	1,480	4,642	29,946	.0177	3,152	8,502	1,939	1,698	5,895		.0177	
Shelbyville		12.8	.0076	4.1		19,934	.0079	1,621	4,862	23,676	.0139		4,969	1,213	1,442	5,053	\$32	.0006	
Spencer		16.1	.0009	4.5		16,798	.0067	1,043	3,733	11,381	.0068	2,529	2,233		391	2,121	304	.0074	
Starke		17.4	.0107	8.1	3.6	21,691	.0086	1,241	4,152	17,931	.0106	3,448	3,727	891	372	3,437	158	.0096	90
Steuben		18.1				25,707			4,510	23,001		4,035	4,876			5,560			
Sullivan		23.5				27,058			3,514	19,274	1		5,256		691	4,239			
Switzerland	.1	7.1	.0048	2.1	21	7,604	.0030	1,014	13,456	3,906	.0023	1,775	1,017	222	166	002	90	.0031	1 67

A and A See and of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

NEW OPPORTUNITIES UNFOLDING IN TERRE HAUTE!



American Brass Company, subsidiary
of Anaconda Copper Mining Company, locates large
aluminum extrusion and processing plant in Terre Haute.

Representatives

E. A. Faulkner &
Associates.

TERRE HAUTE TRIBUNE-STAR

Greencastle. Putnam. 6.8 31 3 7 11 4 Nobiesville. Hamilton. 7.1 28 5 9 12 Greensburg. Decatur. 7.1 24 7 14 12 5 Peru. Miami. 13.8 52 6 12 15 Hammond. Lake 100.4 276 11 50 50 24 Plymouth Marshall 7.2 22 7 10 11 Hartford City. Blackford 7.4 28 6 9 15 3 Portland Jay. 7.5 26 4 13 14 Hobart. Lake 11.6 33 3 6 7 3 Princeton Gibson. 7.7 39 4 7 10	(Continued from page 350)	Pop.	N	UMBE	E OF O	TLEE				Pop.	N	UMBER	a ar O	UILEX	
Greensburg Decatur 7.1 24 7 14 12 II	City County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
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Huntington. 15.6 57 6 17 13 7 Richmond. Wayne.		7.4		6	9	15	3	Br Schiller C L L L L L L L L L	.Jay	7.5		4	13		
Indianapolis Marion 445.8 1,264 134 251 195 273 Rochester Fulton 5.2 19 5 8 12 Jeffersonwills Clark 18.3 65 8 7 13 5 Rushville Rash 7.2 29 6 11 10 Kendallville Noble 6.5 18 5 7 14 4 Seymour Jackson 10.4 48 6 10 18 Kokoms Howard 42.2 124 11 29 36 9 Shelbyville Shelby 12.3 53 5 15 18 La Porte 22.2 61 7 24 25 6 South Bend St. Joseph 129.7 399 39 81 73 Lafayette Tippecanoe 37.7 75 13 23 29 19 Terre Haute Vigo. 65.2 301 20 49 52 Lebason Boone 8.2 20 5 9 12 5 Valparaise Porter 13.3 42 5 10 15 Logansport Cass 23.2 71 8 19 29 12 Valparaise Porter 13.3 42 5 10 15 Logansport Cass 23.2 71 8 19 29 12 Vincennes Know 19.3 87 10 17 26 Marion Grant 73.8 96 13 28 31 12 Warsaw Kosciusko 7.6 28 4 13 19 Michigan City La Porte 30.8 99 10 24 25 10 Washington Davies 11.7 49 5 11 18 Minhawaka 9t Joseph 36.1 108 10 20 24 11 West Lafayette Tippecanoe 13.2 13 1 4 4 Muncie Delaware 62.9 166 14 44 47 20 Whiting Lake 9.3 46 4 13 5 New Castle Henry 20.2 64 8 16 21 7				3	6	7	3		. Gibson	7.7	-	4	7		
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the family the same and the sam							15	Winchester	. Randolph	5.7	20	4	- 4	12	
	New Castle Henry	20.2	64	8	16	21	7 11			1	1				

17.		0		TION TIMATI	ES	A CALLED	TIVE B	E			1 11/1	•	7770	L SALES	-1954	36		SALES ADVER INC CONTR	TIS-
COUNTIES	Metro- politan Area	Total	4	Fami-	Urban-	Not	q q	Per	Per	Dellara		Com-	(lie		TORE GRO			Buying	Qual-
		(thou- sands)	0f U.S.A.	(thou- sunds)	Population (thou- ounds)	Dollaru (add 000)	U.S.A.	Copita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdec.	Furn House- Radio	Auto- metive	Drug	Power index	ity In- dex
Tippseacont Lafoyette	202	84.8	.0522	23.0	54.9	149,001	.0584	1,750	6,284	96,817	.0534	3,816	20,281	9,141	4,801	15,011	3,583	.0982	100
West Lafayette		50.9	.0313	14.8		80,183	.0383	1,890	6,588	83,140	.0489	100	18,000	9,141	4,338	13,968	3,220	.0401	
△Lafayette	1	37.7	.0232	11.9		63,769	.0254	1,691	5,359	71,660	.0421		14,543	8,411	4,082	12,287	3,011	.0300	
West Lafayetta		13.2	.0081	2.7		32,414	.0129	2,456	12005	11,490	.0068	100	3,485	730	250	1,701	218	.0101	1
Tipton		16.1	.0000	4.8	5.9	21,110		1,312		11,830	.0000		2,956	839	629	1,721	323	.0002	1
Undert.		7.0	,0043	1.0		9,745		1,302		6,300	.0037		1,532	144	83	600	177	.0030	91
Vanderburgh		178.9			186.0	206,767	100000		5,517	199,248	0.000	3,584	43,966	22,767	12,641	36,899	7,190	.1183	
Allvamville		136.7	.0841	43.8		245,390	.0676	1,794	5,730	135,076	.1088		41,178	22,331	13,126	34,980	7,144	.0063	117
Vormillion		20.0	.0128	7.1	7.0	23,500	.0094	1,129	3,322	18,140	.0107	2,565	4,900	967	750	4,586	481	.0104	
Vige	140	160.7	.0678	35.4	82.7	181,417	.0722	1,854	5,000	127,988		3,575	28,430	20,820	6,002	26,344	3,947	.0722	
ATerre Haute.		65.2	.0401	22.1		117,260	.0467	1,798	5,306	115,400			22,340	20,709	6,427	25,633	3,738	.0517	
Wabash		30.7	.0199	9.5	15.7	43,616	.0174	1,421	4,591	39,779	.0181	3,240	6,705	1,507	1,305	5,154	962	.0179	
Wabash		11.9	,0000	3.6		17,728	.0071	1,583	4,924	16,316	.0096		3,840	885	680	3,406	850	.0078	113
Warren		8.8	.0964	2.7	****	12,439	.0000	1,414	4,607	4,497	.0027	1,666	1,246	101	114		92		
Warrisk		23.2	.0143	7.4	5.6	27,288	,0106	1,170	3,894	17,917			4,516		465	4,179	300	.0114	
Washington		17.1	.0105	8.1	3.4	16,865	.0067	900	3,307	17,811	.0105	3,492	2,197	1,551	827	3,674	228	.0006	82

A and A See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

NATION-PER-FAMILY RANKING OF LAFAYETTE METROPOLITAN COUNTY AREA

35th IN EFFECTIVE-

Lafayette Families have the Money to Spend! Are you going after it in the Most Effective Way?



Perhaps you didn't know that the per family income in Lafayette is \$6,538... that this family has \$1,365 per year more to spend than the average U. S. household.

Or, perhaps you've been led to believe that big city papers, magazines or television adequately cover the Lafayette market.

BETTER GET THE FACTS—and here they are:
ONE medium and ONE medium ONLY has full coverage
and will do you the best selling job in this rich Lafayette
market. That ONE medium is the . . .

LAFAYETTE JOURNAL and COURIER

A MEMBER OF FEDERATED PUBLICATIONS, INC. Represented Nationally by

SAWYER - FERGUSON - WALKER - COMPANY
NEWSPAPER PUBLISHERS REPRESENTATIVES

Over 40,000 circulation daily with a 92% coverage in the Lafayette-West Lafayette metropolitan area, plus a 65% coverage in its 9 county A.B.C. Trading Area Zone.

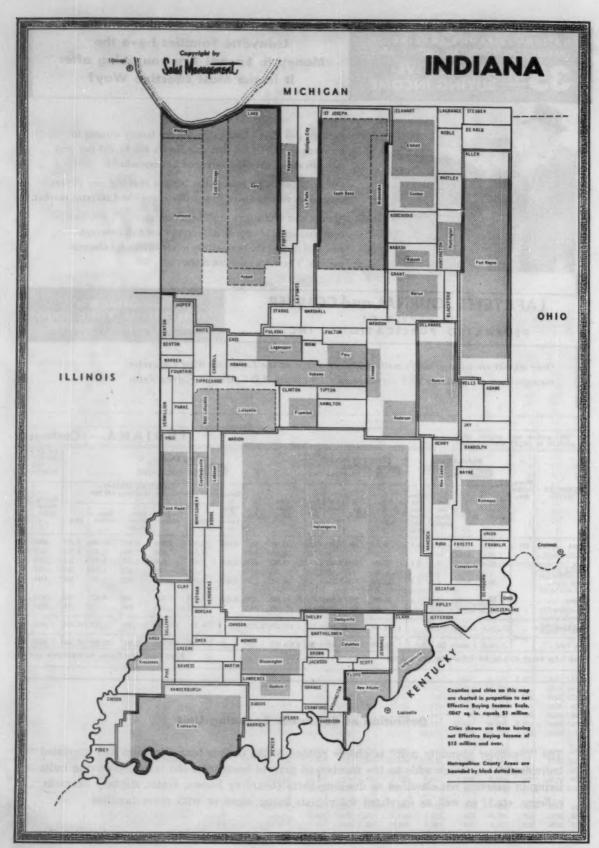
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA - (Continued)

	Metro-	-	POPUL/ ES 1/	TION TIMATI	ES	# STEP	TIVE B		100			•	2772	L SALES	-1954			ADVER INC	TIS-
COUNTIES	politan Area	Total	og.	Fami-	Urban-	Net	~	Per	Por	Dollars	- W	Coun-	(in		ORE GRO			Buying	Oun
		(thou- sands)	wet U.S.A.	lies (thou- sands)	Population (thou-sands)	Deliars (add 000)	u.s.a.	Cap- ita	Fam- lly	(add 600)	% of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- dea
Wayne	221	74.7				122,574 75,600			5,424 5,727	89,156 73,800		3,945	18,564 14,343	7,954 7,004	4,923	19,406 16,419		.0403	1 7 5 5
Wells	18	20.6	.0127	8.5		29,508 10,498	.0118	1,432		19,593 13,256		3,014	4,471 2,558	931 778	1,433 976	4,117 2,748		.0119	1
White		18.6	.0114	8.0	3.6	25,748	.0102	1,384	4,291	18,935	.0099	2,823	3,548	1,119	632	2,351	086	.0104	91
Whitiay Columbia City.	18	20.2 5.1		8.4 1.8		28,383 8,838	.0113		4,435 4,909	20,608 13,068		3,220	4,349 2,374	680	659 544	4,471 3,272		.0118	
Total Above Cities		2,159.1	1.3282	672.0		4,112,186	1.6374	1,905	6,119	3,422,490	2.0129		738,391	430,883	197,099	717,357	113,034	1.6885	127
State Total		4,279.6	2.6326	1,305.4	2641.1	7,056,386	2.8008	1,649	5,406	4,634,271	2.7255	3,550	1,048,864	479,829	242,007	925,532	141,364	2.7401	104

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.



choose the MOST POWERFUL STATION

250,000 watts plus...
covering the prosperous

St. Joseph Valley in

Northern Indiana, Southern Michigan

More than 208,000 UHF sets

A Billion Dollar Market

WSJV-TV ABC.

outh Bend, Elkhart, Southern Michigan

52

For availabilities, see your H-R TELEVISION MAN National Representatives

WSJV-TV Elkhart, Indiana John F. Dille, Jr., President John J. Keenan, Commercial Manager

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA - Metropolitan County Areas

	Metro-	0	POPULA ES 1/1	ATION TIMATI	ES	(40/1)	TIVE BI					•	VI)	SALES	1954			SALES ADVER INC CONTR	TIS-
[AREAS	politan Area	Total	%	Fami-	Urban-	Net		Per	Per	Dellars	%	Coun-	(lr	FIVE ST	ORE GRO			Buying	Ouai
		(thou- sands)	U.S.A.	lies (thou-	Population (thou- sands)	Deliars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Evansville Fort Wayne	47 51	178.9	.1101	55.6 63.2	1000	396,767		17.7	5,517	190,246 265,778	,1172 ,1563		43,968 57,331	22,767 40,509	12,641	38,899 51,920	7,190	.1183	107
Indianapelie	88	613.6	1	194.0	567.6	1,237,190	.4927	2,016	6,377	829,584	.4879	4,276	175,207	130,889	45,583	179,911	38,240	.4882	124
Muncie	95	90.9	.0614	31.3	65.7	168,114	.0669	1,683	5,371	102,193	.0601	3,265	23,000	10,897	6,730	20,701	3,302	.0637	104
South Bend	138	232.0	.1427	89.0	192.8	477,674	.1902	2,050	6,923	288,214	.1695	4,177	61,314	35,643	18,276	80,075	7,813	.1745	122
Terre Haute	148	109.7	.0675	35.8	82.7	181,417	.0722	1,854	5,068	127,966	.0752	3,575	28,630	20,820	6,662	26,344	3,947	.0722	107
△Andersen	169	113.3	.0897	35.6	70.1	193,571	.0770	1,708	5,437	118,541	.0385	3,274	27,722	11,925	6,221	24,821	4,007	.0729	105
△Elkhart	189	92.0	,0588	28.8	57.8	165,193	.0657	1,796	5,736	113,398	.0687	3,937	25,007	8,075	5,813	27,398	3,602	.0642	113

▲ and △ See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

In EVANSVILLE

WGBF

NBC Affiliate 1280 KC 5 KW (D), 1 KW (N)

Represented Nationally by Weed & Co.

In TERRE HAUTE

WBOW

NBC Affiliate 1230 KC 250 Watts

Represented Nationally by Weed & Co.

		-	POPULA ES 1/1	TION TIMATI	ES	AGUID.	TIVE B		300			•	777	SALES	1054			ADVER ING CONTR	T18-
AREAS	REAS Area Total % Familined Net % Per (though of line Poor Dollars of Cap-F							Per	Dellare	*	Goun-	(le	FIVE ST	of deliars		ur	Buying	Oual	
			U.S.A.				U.S.A.		Fam- lly	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- mative	Drug	Power Index	ity In- dex
\Lafayotto	202	84.8	.0022	23.8	54.9	149,081	.0094	1,780	6,254	90,817	.0534	3,818	20,261	9,141	4,801	18,011	3,583	.0562	108
△Richmond	221	74.7	.0489	22.8	46.7	122,574	.0486	1,041	5,424	80,156	.0524	3,945	18,564	7,954	4,923	19,406	2,657	.0493	107
Total of Areas		1,802.6	1.1000	580.7	1432.1	3,307,027	1.3627	1,805	6,670	2,222,815	1.3072	3,971	481,024	206,620	128,145	461,486	80,507	1.2903	118

INDIANA - Income Breakdown of Consumer Spending Units

	Total	In-			ET IN	COME	GROU	PS, 191	14			Total	in-		,	NET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	96-2 95 Units	,499 % In-	\$2,500 % Units	-3,000 /5 In-	\$4,000 % Unite	4,990	\$7,000 % Units	& Over	COUNTIES	Con- sumer Units (thous.)	Gon- sumer Unit	\$0-2 World	2,499 % In-	\$2,800 % Unita	3,999 % In- ceme	\$4,000 % Units	-6,999 % In- come	\$7,000 % Units	In-
Adams	7.2	4.542	26.4	8.3	28.4	21.3	34.7	41.8	10.5	20.6	Huntington	8.9	4,246	31.2	10.5	28.8	23.1	30.4	38.9	9.6	-
Decatur	2.9	4,753	25.4	7.8	25.8	18.4	36.9	42.3	11.0	31.7	Jackson	9.4	3,566	39.4	18.8	30.5	29.0	23.3	35.6	6.8	19.6
Allen	73.3	5,400	21.8	8.7	21.8	13.7	30.9	40.3	16.5	40.3	Baymour	3.8	3,843	84.5	12.8	31.5	27.9	25.4	25.9	8.6	23,4
Fort Wayne	68.7	5,484	22.1	8.8	21.5	13.4	39.8	39.2	17.1	41.6	Jasper	8.4	3,763	41.0	15.5	27.3	24.7	21.7	31.4	10.0	
Bartholomew	14.6	4,198	33.5	11.4	29.2	23.6	26.7	34.7	10.6	30.3	Jay	8.1	4,067	32.9	11.3	29.5	24.7	30.4	40.7	7.9	23.3
Columbus	8.0	4,379	30.8	10.0	29.4	22.8	28.1	38.0	11.7	32.2	Pertland	3.0	4,402	28.6	9.1	27.0	20.8	33.8	41.3	10.6	29,1
Benton	4.0	4,441	27.8	8.9	29.8	22.8	29.9	36.7	19.5	31.6	Jeffereen	7.8	3,271	43.6	21.2	28.0	29.1	17.4	28.9	6.0	20.8
Blackford	5.1	4,052	30.7	10.8	32.8	27.5	28.8	28.4	7.9	23.3	Madison	3.9	3,400	45.1	18.9	30.2	30.1	18.8	29.9	6.1	21.1
Hartford City	2.6	4,149	27.6	9.5	34.7	28.4	29.6	38.8	8.1	23.3	Jennings	4.4	3,678	49.8	22.9	27.8	30.7	18.1	31.9	4.8	14,5
Boone	9.4	4,393	29.2	9.5	29.8	23.0	29.9	37.0	11.1	30.5			17.8			16.3	8.3	100	33	79.3	
Lebanon	3.3	4,319	31.1	10.3	29.1	22.8	29.2	36.7	10.6	30.1	Johnsen	10.2	4,381	31.3	10.2	26.8	20.4	31.1	38.6	11.3	30.8
Brown	1.7	3,030	51.7	24.2	25.0	28.0	18.7	33.6	4.6	14.2	Franklin	3.1	4,107	36.1	12.8	24.3	20.1	28.8	38.1	10.8	
Carroll	6.1	3,988	32.3	11.5	31.3	28.7	27.1	37.0	9.3	24.8	Knex	18.3	3,990	35.4	12.7	30.3	25.8	25.6	34.0	8.7	26.6
Cass	13.9	4,298	30.9	10.3	28.2	22.3	30.9	30.0	10.0	28.4	Vincennes	7.3	4,117	33.8	11.5	29.3	24.2	28.4	37.6	9.0	26.7
Logansport	9.0	4,339	30.6	10.1	27.4	21.4	31.8	39.9	10.2	26.6	Koodunko	11.0	4,167	34.4	11.8	20.5	24.0	26.5	34.6	9.6	29.6
Clark	18.0	4,279	30.4	10.1	26.6	21.1	33.6	42.8	9.4	26.6	Warnaw	2.8	4,260	31.5	10.6	27.5	22.0	31.5	40.5	9.5	26.9
Jeneranna/me	6.6	4,195	31.0	10.5	26.7	21.6	33.4	43.4	8.9	24.5	Lagrange	8.0	3,623	37.6	14.8	29.7	27.9	28.0	39.1	6.7	18.2
Clau			25.0	49 4		-		** *		***	Lake	142.2	5,791	16.7	4.1	20.2	11.8	44.2	41.6	18.9	42.5
Brasil	3.5	3,869	35.8	13.1	30.8	25.8	25.6	35.6	7.8	24.8	Gary	56.3 34.5	5,653 6,163	18.5	3.3	22.2 16.5	13.4	41.6	42.2	21.5	45.4
Clinton	10.8	4,469	27.9	8.9	23.6	21.8	32.0	39.0	11.5	30.3	East Chicago	20.8	5,526	17.3	4.8	23.2	14.2	42.4	41.8	17.1	39.5
Frankfort	5.6	4,523	26.8	8.5	27.8	20.5	34.3	41.2	11.6	29.8	Whiting	3.0	6,636	12.6	2.7	15.2	7.8	47.5	38.9	24.7	50.8
Crawford	3.1	2,443	64.4	37.6	24.0	33.4	9.5	21.3	2.1	7.7	Crown Point	2.1	5,682	21.5	5.4	20.0	11.9	41.4	39.7	17.1	43.0
Daviese	9.1	3,524	42.4	17.2	29.6	29.6	20.5	31.6	7.5	22.6	Hobart	3.4	5,863	13.5	3.3	14.8	8.6	53.3	49.4	18.4	38.7
Washington	4.4	3,660	39.8	15.5	29.9	27.7	22.1	32.7	8.2	24.1	La Porte	27.0	5,053	22.4	6.3	24.7	16.6	39.5	42.6	13.4	34.5
Dearborn	0.4	4,302	28.4	9.4	26.7	21.1	33.1	41.9	11.8	27.6	Michigan City.	9.4	4,924	22.3	6.5	25.1	17.3	39.9	44.1	12.7	32.1
Decatur	6.6	3,893	39.7	14.5	30.2	26.4	21.4	29.9	8.7	29.2	La Porte	8.2	8,217	21.4	5.8	24.1	15.7	40.1	41.9	14.4	36.6
Greensburg	2.7	4.052	36.8	13.0	30.5	25.5	23.4	31.4	9.8	30.1	Lawrence	11.7	3,875	35.7	13.1	31.6	25.7	25.5	36.0	7.3	23.2
De Kalb	9.3	4,285	31.3	10.4	26.5	21.0	32.9	41.8	9.8	26.8	Bedford	4.7	4,405	31.5	10.2	27.8	21.5	30.4	37.5	10.3	30.8
Aubura	2.3	4,751	26.5	8.0	25.7	18.4	36.7	42.0	11.1	31.0	Madison	30.2	4,942	23.4	8.8	23.6	15.6	40.4	44.5	13.6	33.2
Delaware	36.5	4,611	27.9	8.7	23.4	17.2	36.4	42.9	12.3	31.2	Anderson	21.1	4,958	23.5	6.8	21.8	15.0	40.5	44.4	14.3	33.8
Muncie	24.9	4,588	29.0	9.0	23.3	17.2	35.4	42.1	12.3	31.7	Elwood	4.0	4,626	24.7	7.6	24.8	18.2	40.1	47.2	10.4	27.0
Dubois	8.0	3,863	32.2	11.0	33.5	19.5	26.1	36.8	8.2	21.8	Marien	232.2	5,328	22.5	6.0	23.2	14.8	36.2	37.0	18.1	42.2
Elkhart	32.6	5.073	24.2	6.8	22.5	15.0	37.7	40.5	15.6	37.7	Indianapolis	175.1	5,256	23.4	6.3	23.6	15.3	35.4	36.7	17.6	41.7
Elkhart	14.7	5,334	22.7	6.1	19.8	12.6	39.7	40.5	17.8	40.8	Marshall	11.3	4,748	28.1	8.4	25.2	18.0	32.7	37.6	14.0	36.0
Goshen	5.6	4,847	29.0	8.9	25.0	11.3	33.7	39.5	12.3	23.3	Plymouth	2.7	5,229	22.1	6.0	23.5	15.3	37.8	39.3	16.6	39.4
Fayette	9.0	4,886	28.9	8.8	25.3	18.4	33.6	39.3	12.2	33.5	Martin		3,247	41.0	18.4	35.0	36.7	19.5	32.6	3.6	
Connersville	0.5	4,727	27.8	8.4	25.3	18.2	34.6	39.4	12.3	33.6	Miami	10.4	4,302	31.6	10.5	27.2	21.4	31.0	39.3 42.8	10.2	
Floyd	16.4	4,600	27.9	8.6	27.8	20.5	33.9	38.8	11.4	32.1	Peru	24.4	4,498	28.4	9.0	25.3	19.1	19.2	31.4	7.4	
New Albany	11.7	4,827 3,828	27.7	13.5	27.8	20.4	32.0	38.8	11.6	32.3	Monroe Bloomington	18.7	3,328	54.8	24.1	20.2	21.2	17.7	29.9	7.3	24.8
Franklin	8.1	3,278	46.6	20.3	28.5	29.8	19.3	31.9	5.6	18.2	Montgomery	11.2	4,251	34.1	11.4	26.1	20.8	29.1	37.4	10.7	30.4
Fulton	6.1	3,972	36.2	13.0	29.5	25.3	25.8	35.2	8.5	29.5	Morgan	8.4	3,620	38.5	15.1	30.0	28.2	24.2	36.4	7.3	20.3
Rochester	2.1	4,018	36.7	13.0	28.1	23.8	26.7	38.2	8.5	27.0	Newton	4.0	4,170	33.4	11.1	28.6	23.3	27.7	36.1	11.3	
Gibeon		3,819	37.3	13.0	26.7	23.8	27.2	38.8	8.8	23.5	Nobie	8.6	4,259	31.8	10.7	29.9	23.8	29.0	37.0	9.3	
Princeton		3,094	38.1	14.7	27.6	25.3	26.6	39.3	7.7	20.7	Crawfordsville.	5.7	4,277	34.5	11.5	24.1	19.1	30.5	38.9	10.9	
Grant	23.1	4,110	32.9	11.4	29.1	24.0	20.1	39.4	8.0	26.2	Kendallville	2.5	4,534	29.7	9.3	28.7	21.5	31.4	37.7	10.2	
Marion	12.8	4,219	31.8	10.7	29.8	23.6	29.4	38.0	9.5	27.7	Ohie	1.0	8,445	40.3	16.7	30.7	30.3	23.6	37.2	5.5	
Greene		3,280	45.5	19.8	28.9	30.0	19.7	32.6	8.9	17.6	Orange	5.8	2,877	55.1	27.4	27.7	32.7	12.1	22.8	8.1	17.1
Hamilton	10.5	4,856	29.6	9.3	27.9	20.8	29.9	35.7	12.6	34.2	Owen	3.9	3,116	49.2	22.5	25.9	28.3	20.1	35.0	4.8	
Noblesville	2.6	4,413	27.0	8.7	29.1	22.4	33.2	41.0	10.7	27.9		1									
Hancock	7.2	4,339	28.9	9.5	26.1	20.8	32.5	40.8	12.5	28.2	Parke		3,363	42.5	16.0	30.5	30.8	22.0	35.6	5.0	
Mandan			49.	40.4	-	-	100 00	00.0			Perry		3,341	42.5	18.2	30.3	30.8	22.1	35.9	5.1	15.1
Harrison	0.0	3,380	43.4		32.3	32.4	17.7		6.7		Pike	8.0	3,190	46.0		28.6	30.3	20.2	34.5	5.2	
Hendricks	9.2	4,862	28.8	8.4	22.3	15.8	33.7	37.8	15.3		Porter	16.1	4,705	32.8	9.8	19.7	14.2	35.3	49.9	12.7	
Honry	15.0	4,846	24.1	7,1	37.9	19.5	35.4	39.8	12.6	33.6	Valparaiso	6.3	4,276	39.8	13.3	19.0	15.1	30.4			
New Castle	7.3	5,124	21.3	5.9	36.7	17.7	37.8	40.2	14.2	36.2	Poscy	6.2	3,826	39.5	14.7	25.8	22.0	25.5	36.3	9.2	
Howard		4,782	23.3	7.8	27.8	19.7	36.3	41.3	12.6	32.0	Pulaski	4.3	4,172	34.2	11.7	31.3	25.5	21.4	33.9	13.1	
Kokomo		4,700	22.9	0.8	27.4		37.1	42.1	12.6	31.7	Putnam		3,874	82.6		23.6	26.1	19.2		4.6	
Huntington	11.5	1 4,128	₹ 33.3	11.8	1 29.3	24.1	28.5	37.6	9.0	26.8	Greencastle	1 3.9	2,806	1 62.8	31.3	1 10.0	20.2	15.8	30.0	4.5	17.0

INDIANA- 67	Income Breakdown of	Consumer Spending Units	- (Continued)

	Total	In-			ET IN	COME	GROU	PS, 19	54			Total	In-			ET IN	COME	GROU	PS, 19	54	03
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2 % Units	% In- come	\$2,500 % Unite	0-3,999 % In- come	\$4,000 Units	-6,999 In- come	\$7,000 % Units	& Over % In- come	COUNTIES	Con- sumer Units (thous.)	per Cen- sumer Unit	\$0-1 White	2,499 % In- come	\$2,500 Whits	3,999 In- come	\$4,000 Units	-6,999 % In- came	\$7,000 Units	% In-
Randolph	10.0	3,981	33.1	11.5	29.6	25.2	30.8	42.1	7.8	21.2	Vanderburgh	62.8	4,889	27.1	7.9	25.4	17.7	34.5	38.4	13.0	38.0
Winchester	2.2	4,327	26.0	8.6	29.3	23.0	34.7	43.6	10.0	24.8	Evansville	80.4	4,864	27.5	8.1	25.6	17.9	34.0	38.0	12.9	36.0
Ripley	6.2	3,274	45.9	20.0	28.9	30.0	18.4	30.7	5.8	19.3	Vermitten	8.9	3,414	44.6	18.7	27.5	27.4	21.8	34.7	6.1	19.2
Rush	6.6	4,402	30.8	10.0	29.8	23.0	27.3	33.7	13.3	33.3	Vigo	42.2	4,304	34.3	11.4	25.0	19.7	29.8	37.7	10.9	31.2
Rushville	2.8	4,553	20.1	9.1	28.9	21.5	29.5	35.3	13.5	34.1	Terre Haute	27.2	4,311	34.1	11.3	25.0	18.7	30.0	37.9	10.9	31.1
	1000	leston	100				200				Wabash	10.4	4,195	33.8	11.5	27.4	22.2	30.3	38.2	8.5	27.1
St. Jeesph	85.7	5,574	23.1	5.9	15.2	9.2	41.1	40.2	20.6	44.7	Wabash	4.0	4,482	28.0	8.9	28.3	21.5	34.6	42.0	9.1	27.0
South Bend	48.2	8,871	20.5	5.0	14.8	8.6	42.1	39,8	22.6	47.4	Warren	3.1	3,995	31.8	11.4	35.7	30.4	22.8	31.0	9.7	27.2
Mishawaka	12.8	5,497	19.5	5.1	17.1	10.6	43.8	43.4	19.6	41.0	Warrick	7.8	3,613	41.2	18.3	27.0	25.4	24.9	37.4	6.9	20.9
Scott	4.3	3,325	42.6	18.3	34.3	35.0	17.8	28.6	8.7	18.1	Washington	5.4	.3,119	49.5	22.6	28.5	31.0	16.2	28.4	5.8	18.0
Shelby	10.5	4,205	31.9	10.8	29.1	23.5	28.9	37.4	10.1	28.3	Wayne	26.0	4,700	27.6	8.4	26.2	18.9	34.5	39.8	11.7	32.9
Shelbyville	4.7	4,229	81.1	10.5	29.4	22.6	29.2	37.6	10.3	28.3	Richmond	15.6	4,841	28.0	7.6	26.2	18.4	35.4	30.9	12.4	34.1
Spencer	5.6	3,006	51.8	24.6	27.6	31.3	15.2	27.5	8.4	16.6	Wells	6.9	4,270	30.8	10.3	28.9	23.0	30.2	38.4	10.1	28.3
Starke	5.6	3,823	40.0	14.9	24.7	22.0	26.2	37.3	9.1	25.8	Bluffton	2.4	4,342	31.3	10.3	28.2	22.1	30.6	38.3	9.9	29.3
Steuben	7.4	3,469	44.8	18.4	28.0	27.5	20.1	31.6	7.1	22.5			-			2000		0.0		100	
Sullivan	8.5	3,202	48.7	29.8	29.4	31.2	18.1	30.8	5.8	17.2	White	6.3	4,000	33.1	11.6	27.6	22.8	28.6	37.9	10.7	27.7
Switzerland	2.7	2,822	54.5	27.8	26.4	31.8	16.3	31.4	3.8	9.2	Whitley	8.6	4,270	31.6	10.6	27.4	21.8	31.8	40.5	9.2	27.1
Tippecanee	37.0	4,025	43.1	15.3	21.7	18.3	24.7	33.4	10.5	33.0	Columbia City	2.0	4,817	20.9	9.4	27.3	20.5	31.0	38.2	11.2	31.9
Lafayette	14.2	4,499	31.7	10.1	23.6	17.8	32.9	39.8	11.8	32.3				-	1			-	_	-	-
West Lafayette.	8.8	3,703	55.5	21.4	18.9	17.3	14.8	21.7	10.8	30.0	Total Above										
Tipton	5.2	4,046	31.0	10.9	30.4	25.5	29.3	39.5	9.3	24.1	Cities	822.7	4,999	25.9	7.4	23.3	15.8	35.8	39.0	15.0	37.8
Union	2.4	4,115	30.8	10.7	28.3	23.4	31.0	40.9	9.9	25.0	State Total	1510.8	4.071	29.2	8.9	24.7	18.0	33.0	38.4	18.1	34.7

(Other West North Central States: Kansas, Minnesotz, IOWA — Counties and Cities Missouri, Nebraska, North Dakota, South Dakota.)

lowa state	e map—page 366	Pop.	N	UMBE	R OF O	UTLET	8	CIGN IATO	1	Pop.	N	UMBEI	R OF O	UTLET	8
City	County	thous,)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Algona	Kossuth	5.6	16	6	8	12	4	Fort Dodge	Webster	. 26.8	83	10	19	22	607
Ames	Story	24.3	35	9	8	18	8	Fort Madison	Lee	. 15.4	46	7	17	21	
Atlantic	Cass	6.9	22	7	12	17	4	Iowa City	Johnson	. 27.2	53	8	19	20	- 9
Boone	Boone	12.2	36	7	9	13	7	Keokuk	Lee	. 16.7	73	5	16	22	
Burlington	Des Moines	32.0	113	11		25	16	Le Mars	Plymouth	. 5.9	15	4	5	16	3
Carroll	Carroll	6.7	18	5	11	14	4	Marshalltown	Marshall	. 20.2	46	7	19	24	1
Cedar Falls	Black Hawk	16.0	30	4	13	14	4	Mason City	Cerro Gordo	. 28.6	81	11	27	31	7
Cedar Rapids	Linn	77.2	215	20		36	29	Muscatine	Muscatine	. 20.6	79	10	15	23	1
Centerville	Appanoose	7.7	39	9	12	12	6	Newton	Jasper	. 13.6	27	6	15	14	
Charles City.	Floyd	11.2	25	6	13	13	6	Oelwein	Fayette	. 8.0	23	4	8	10	2
Cherokee	Cherokee	7.8	15	5	6	12	3	Oskaloosa	Mahaska	. 11.5	33	9	7	18	- (
Clarinda	Page	5.2	18	6	11	12	4	Ottumwa	Wapello	. 34.6	101	11	18	22	14
Clinton	Clinton	31.5	109	13	21 22 8	24 34	11	Perry	Dallas	. 6.2	22	6	9	12	
Council Bluffs	Pottawattamie	48.2	126	9	22	34	20	Red Oak	Montgomery	. 7.0	15	5	12	14	4
Creston	Union	8.5	34	6	8	13	4	Shenandoah.	Page	. 7.0	19	5	8	19	3
Davenport	Scott	78.8	210	18		34	29	Sioux City	Woodbury	. 90.0	233	22	50	47	31
Decorah	Winneshiek	6.0	25	7	12	17	3	Spencer	Clay	. 8.5		5	9	13	- 3
Des Moines	Polk	185.3	500	35		105	96	Storm Lake	Buena Vista	. 7.8	15	5	11	12	4
Dubuque	Dubuque	51.7	163	10	- 31	36	19	Washington.	Washington	. 6.3		4	9	16	-
Estherville	Emmet	7.2	18	8	9	12	4	Waterloo	Black Hawk	. 71.6	149	17	36	38	21
Fairfield	Jefferson	7.6	21	5	7	13	3	Webster City	Hamilton	. 8.1	23	5	7	9	1

77111	Metro	O O	POPUL/ ES 1/1	TION TIMATE	ES	607A	TIVE BINCOME			marking the second		J	770	L SALES	-1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	«	Fami-	Urban-	Net	~	Per	Per	Dollars	œ	Coun-	(ir		FORE GRO			Buying	Oual
		(thou- sands)	% of U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add	% of U.S.A.	Sales Par Fam- ily	Food	General Mdes.	Furn House- Radio	Auto- metive	Drug	Power Index	ity In- dox
Adair		11.6 8.2 15.8	.0051	· 3.8 2.6 4.5		13,723 8,863 15,893	.0035	1,081	3,611 3,400 3,532	9,504 7,018 16,685	.0056 .0041 .0099	2,000	1,583 732 3,130	463 231 1,035	269 130 616	1,107 1,870 3,407	225 99 206	.0058 .0040 .0081	
Appaneose Centerville		17.0 7.7 11.6	.0047	2.5 3.4	2.9	17,831 8,723 13,357	.0053	1,183 1,181	2,972 3,499 3,929	14,337 11,198 13,513	.0066	3,974	3,210 3,301 2,078	1,159 237	827 581 816	4,347 3,726 3,040	376 337 188	.0063	100
Benton © SM, 1955.		22.2		7.0		29,309			4,107	22,612		3,230	4,438	877 Before us	901	3,608 figures, se	356	.0126	÷

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.



The Big difference between the Waterloo Courier and every other lowa daily is the way the Courier hustles for and gets tie-in advertising. Look here . . from January 1, 1954, thru December 13, 1954, the Courier's merchandising staff solicited 403,413 lines of tie-ins . . . in 13,255 insertions.

Your advertising will bring in more results if you put the Courier's Hustle behind it.

Contact our National representatives or write direct.

1,921,290 Lines

. DES MOINES

 Evening Tribune
 1,116,129 Lines

 Morning Register
 18,574 Lines

 Sunday Register
 35,793 Lines

TOTAL DES MOINES 1,170,496 Lin

. SIOUX CITY

Journal & Journal Tribune 1,250,423 Lines Sunday Journal-Tribune 28,774 Lines

Waterloo Daily Conrier

IOWA - (Continued)

The "SM" symbols mark original, exclu-

	Matro	O O	POPULA ES 1/1	TION TIMATI	ES .	Maria I	TIVE BE					Q	773	SALES	1954			ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	«	Fami-	Urban-	Net	*	Per	Per	Dollars	% of	Geun-	(In	FIVE ST	ORE GRO		7	Buying	Oual
		(thou- eands)	of U.S.A.	lies (thou- eands)	Popu- lation (thou- sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam-	(add 000)	U.S.A.	Salos Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metivo	Drug	Power Index	ity in- dex
Black Hawk	157	109.3	.0672	33.3	93.2	190,895	.0760	1,747	5.733	133,316	.0784	4,003	25,649	18,115	9,114	24,269	3,447	.0750	112
▲ Waterloo		71.6	.0440	23.2		133,700	.0528	1,853	5,978	105,142	.0618		10.894	14,688	7,976	18,073	2,937	.0537	122
Codar Falls		16.0	.0098	4.4		28,438	.0113	1,777	6.463	16,174	.0095		3.274	346	883	4,184	250	.0105	107
Boons		28.9	.0106	8.2	12.2	39,453	.0157	1,467	4,811	23,256	.0137	2,836	4,554	1,178	785	5,753	571	.0153	91
Boome		12.2	.0075	4.1		20,813	.0083	1,700	5,076	16,558	.0097	330	3,474	789	568	4,938	491	.0086	118
Bromer		16,8	.0115	5.0	5.1	23,301	.0093	1,236	4,161	21,930	.0129	3,916	3,723	985	651	3,872	285	.0106	94
Buchenan		21.7	.0134	8.1	4.9	23,196	.0092	1,00	3,932	17,848	.0105	3.025	3,166	600	894	2,545	243	.0104	71
Buena Vista		21.8	.0134	7.0	7.8	35,794	.0142	1,841	5,112	27,738	.0163	3,963	5,126	1,104	1,025	4,536	531	.0147	110
Storm Lake		7.8	.0048	2.4		15,006	.0060	1.924	6 253	16,366	.0000		3,005	709	867	3,825	319	.0068	
Butler		17.2	.0108	8.3		20,866	.0083	1,210	3,926	18,880	.0111	3,864	2,752	847	427	4,298	265	.0000	8
Calhoum		18.6	.0102	8.5		22,304	.0000	1,34	4,289	15,940	.0094	3,067	3,128	328	453	3,115	286	.0093	
Carroll		22.6	.0139	6.4	6.7	34,860	.0139	1,54	5,448	31,102	.0183	4,860	4,727	1,840	1,529	6,890	478	.0152	0.00
Carroll		6.7	10041	1.1		11,984	.0048	1,78	6,307	16,236	.0098		2,411	960	946	4,307	265	.0061	
Cass	:	18.3	.0112	6.1	6.9	25,971	.0103	1,41	4,258	24,222	.0143	3,971	4,215	1,404	1,178	5,323	566	.0117	10
Atlantie		6.1	.0042	2.5		11,038	.0044	1,60	5,017	16,478	.0097		2,049	1,329	976	3,910	388	.0000	143
Coder	1	18,1	.0112	8.1	2.8	26,049	.0104	1.43	4,914	19,04	.0111	3,592	2,875	806	200	4,078	318	.0108	
Corre Gerde	-	48.4	.0288	14.1	33.7	76,014	.0303	1,63	5.242	71,915	.0423	4,980	14,084	8,097	3,214	16,945	1,613	.0335	
Mason City		28.6	10174	8.1	7	80,561	.0201	1.76	5,812	58,434	.0344		9,506	7,756	8,105	15,320	1,422		
Cherokee		18.0	20116	8.	7.8	28,780	.0114	1,53	5,641	20,401	.0120	4,000	3,253	1,061	626	5,073	507	.0116	
Cherokee		7.1	1004	2.1	0	10,856	.0043	1,39	2 5,428	14,910	.008	3	2,229	759	470	4,500	406	.0058	131

WHAT THE TRIANGLES STAND FOR . . .

The solid black triangles in these tables and fcotnotes refer to Standard Metropolitan Areas.

The open triangle indicates SALES MANAGEMENT "Potential" areas.

DUBUQUE, Iowa, now 8th* in the U.S. in PER FAMILY RETAIL SALES

* among Metropolitan County Areas

Only the Dubuque Telegraph-Herald reaches 90% of the 100,000 people living within a 20-mile radius of Dubuque

• IOWA'S STATE DAILY HAS ONLY 14% COVERAGE

A NON-TV METROPOLITAN MARKET

DUBUQUE TELEGRAPH-HERALD

REPRESENTED BY IANN AND KELLEY AND IOWA DAILY PRESS ASSOCIATION

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT. IOWA - (Continued) SALES AND ADVERTIS-POPULATION ESTIMATES 1/1/55 EFFECTIVE BUYING RETAIL SALES CONTROLS INCOME ESTIMATES-1964 SEM ESTIMATES-1954 COUNTIES FIVE STORE GROUPS ty Sale: Per Fam ily Net Dollars (add 000) u.s.A. Fami-lies (thou-sands) of U.S.A. U.S.A. .0072 1.202 4,186 .0047 1,302 3,946 .0121 1,882 5,176 .0065 1,916 5,616 3,91 Chicknesw..... 3.1 17,91 290 175 3.0 .008 114 Clarks..... 8,541 7,041 1,006 764 949 2,842 2,432 677 .0119 30,530 848 478 Clay..... 19.3 29,181 .0171 5.292 1,322 826 928 5,037 4,528 1,389 158 86 109 4.218 6,828 8.5 .0083 2.9 16.288 22,291 .0131 386 6.5 .0103 1,214 3,97 4,198 .0113 .0131 20,183 .0119 3,100 3,619 Clayton, 21.3 25,885 .0320 1,584 5,046 .0204 1,626 5,226 .0100 1,327 4,881 13,185 80,212 63,414 3,900 .0316 .0373 nton..... Clinton.... 10,449 11,410 1,013 31.5 19.0 9.8 .0221 114 .0194 51,214 45,452 .0287 Crawford..... 4.5 25,204 2,763 841 878 190 966 610 296 406 .0141 34,98 28,120 .0154 6,780 1,610 23.0 7.6 6.2 .0042 1,717 4.838 1,246 2,518 12,191 2,749 Parry 6.2 10.644 2.5 1,490 119 1,078 .0041 72 Davis..... .0040 1.076 3.44 catur..... 11.0 12.02 .0048 1.011 3.34 881 589 3.746 3,390 645 2,250 11,250 320 1,849 1,786 2,768 Delaware.....
Des Meines....
Burlington.... 17.4 .0107 5.0 4.0 22,36 1,285 4,473 13,915 2,781 .0288 1,636 5,129 .0216 1,694 5,164 .0074 1,449 4,756 32.0 72,323 13,107 110 .0272 5,127 32.0 .0197 10.5 54,219 \$1,096 11,955 10,817 .023 121 2,684 15,231 12.8 3.9 18,547 3.90 .9463 1,560 5,785 .0348 1,692 6,118 .0093 1,846 5,565 .0053 1,862 6,095 .9146 1,338 4,528 .0481 20.1 53.1 116,28 92,22 4,56 ADabaque.... 1,332 300 252 430 76 8,007 722 558 911 16,485 13,374 13,110 117 51.7 87,490 76,150 2,922 163 14.2 .0086 4.2 7.2 23,375 .0091 3,000 3,224 7.2 2.1 13,40 11,80 1,466 Fayette..... 8.0 -0141 8.31 .014 27.4 .0160 8.1 35,861 23,967 2.960 4.863 2.5 12,535 .0050 1,567 5,014 11,780 2,285 540 3,721 8.0 1,066 808 766 864 365 827 470 227 .0131 1,483 4,841 4,722 .0131 119 Floyd.... 22.1 .0137 11.2 32,910 21,38 .0125 3,142 4.18 .0078 1,745 5,58 .0101 1,579 5,08 809 887 3,983 Charles City... 11.2 .00 3.5 19.549 16,528 .0007 3,576 2,822 Franklin..... .000 5.0 4.4 25,423 16,323 16.1 12,977 217 11.3 3.5 .0052 1,148 3,70 9,772 2,792 2,877 Fremont..... 15.0 4.2 .0078 1,304 4,16 .0077 1,443 4.60 717 96 13.4 4.2 13,339 3,176 432

A and A See end of state for SM Metropolitan County Areas.

.0002 1,087 3,533 O SM. 1955.

12,143

2,85 Before using these figures, see explanation page 11.

THEY'VE

Member: Northwest Daily Press Ass'n., Minneapolis Iowa Daily Press Ass'n., Des Moines

15,54

THE MASON CITY MARKET

MASON CITY GLOBE-GAZETTE

You'll get more merchandising

cooperation - more results

Represented by JANN & KELLEY, INC., New York • Chicago • Detroit • Los Angeles • San Francisco • Atlanta



2,168

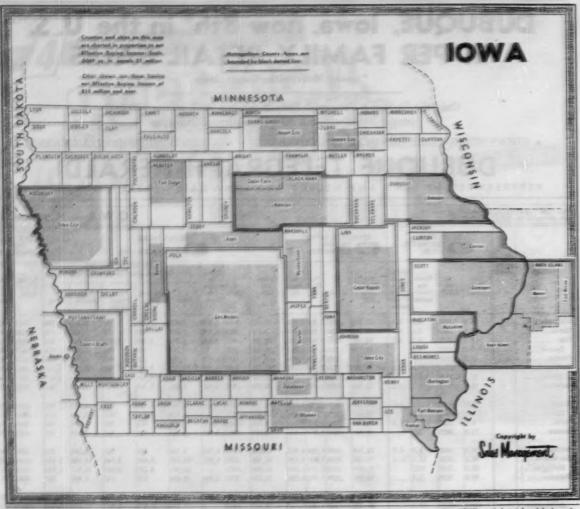
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MASON CITY

QUALITY MARKET



U. S. A. QUALITY MARKET INDEX 100



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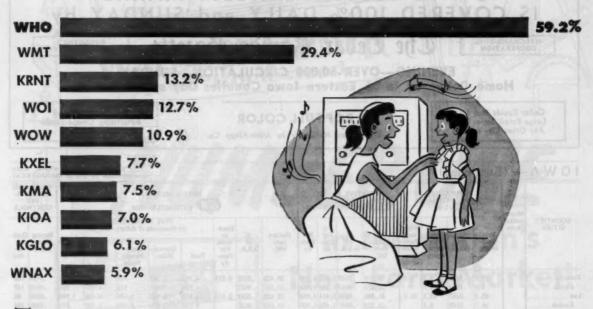
Time	AND DESCRIPTION OF	of malaures	mark	eriginal,	BACCEO
2.000					
				MANAGI	

		0	POPULA MD 1/1	ATION ITIMATI	6.0	ALCOHOL:	TIVE DINCOMI					•	TTA	L SALES	1964		1	ADVER ING CONTR	TIS-
CITIES	Moire- politan Area	Total	5	Fami-	Urban-	Net	RL.	Por	Pur	Dellers	-	Coun-	(fe	FIVE 8	ORE GRO	OUPS add 900)		Buying	Qual-
		(Mau- aande)	U.S.A.	(Mou- mode)	Popu- lation (Mou- uando)	Dollars (add 600)	uša.	Gag- 144	Family	(add 000)	USA	27 Se	Food	Geograf Mdys.	Furn House- Radio	Auto- motive	Drug	Power Index	in- dex
Hamilton		19.4	,0119	6,2		39,218			4,874	20,099	.0121		3,901	1,400	1,178	2,961	400	.0130	
Weisster City		8.1	,1000	3.4		13,720	,0055		6,717	13,663	.0060		2,561	1,150	1,007	2,472	345 264	.0002	97
Hancock		14.8	,0001 ,0136			22,866 33,666			6,316 4,602	13,463 30,735		3,129 4,210	2,763 5,372	1,096	839 950	7,420	534	.0148	-
Harrison		18.2	.0112	5.4	8.8	21,046	.0007	1,206	3,919	17,001	.0100	3,656	1,229	1,160	716	2,790	400	.0006	88
Henry		18.8	.0116	8.6		23,660	,0006	1,200	4,330	18,842		3,425	3,578	1,897	760	3,912	486	.0104	
Howard		18.3	-0002	3.4	8.8	14,666	,0000	1,100	3,668	13,437	.0079	3,530	2,443	367	827	1,233	183	.0000	84
Humboldt		12.6	.4078	8.0	8.2	10,836	.0079	1,667	6,112	14,100	.0083	3,633	2,667	424	830	2,007	227	.0000	103
4		10.5		8.3		17,002			6,323	13,545	.0000	4,233	2,310	309	506	1,000	286	.0071	
		16.2		4.7		21,012	,0004	1,303	4,471	17,246	.0101	3,669	2,884	1,556	847	2,514	297	.0001	98
lackaon.		18.4	.0114	6.6	4.4	21,622		1.178	3,931	19,000	.0113	3,471	3,082	1,118	603	4,500	433	.0100	
Acces		82.0	.0106	10.0		48,446			4,845	84,000	.0200		8,637	2,143	1,819	5,927	814	.0196	100
Newton		18.6	.0084	4.3	1000	25,242		1,850	6,010	21,701	.0138		4,979	1,984	1,310	4,745	820	.0106	
fefferson		16.8	.0005	4.0		18,343	.6073	1,190	3,743	14,486	.0001	2,966	3,123	1,083	682	2,536	337	.0001	
Fairfiela		7.6	,0047	8.6	-	10,537	.0042	1,386	4,068	11,904	.0070		2,472	937	871	2,357	184	.0051	109
lohnoon		40.4	.0007	12.8	19.3	75,000		1,670	6,006	47,804			8,843	5,084	1,860	8,758	1,857	.0296	
lows Gity		87.8	.0167	7.0		48,260			0,894	41,007	,OR43		7,790	4,782		7,505	1,395	.0202	121
lones		10.0	.0117	8.6		28,417	,0003		4,180	21,000	.0121		3,820	881	785	2,422	431 284	.01087	
Kankuk		16.6	.0160	6.4	****	18,861	.0074	1,110	8,497	16,923	,0000	3,134	2,448	747	907	2,859			-

O SM. 1965.

Before using these figures, see explanation page 11

FAVORITE RADIO STATION FOR DAYTIME LISTENING!



The chart is lifted intact from Dr. Forest L. Whan's 1954 Iowa Radio-Television Audience Survey — the seventeenth annual edition of the Survey which has become recognized everywhere as the No. 1 authority on the broadcast audience in Iowa.

Iowa radio listeners' continuing, overwhelming preference for WHO is far from a lucky accident. It's the result of unprecedented investments in broadcast facilities — in programs and programming — in Public Service and in audience promotion.

Whether or not your advertising needs suggest your use of WHO (or WHO-TV), if you're advertising in lowa, you should by all means study the 1954 I.R.T.A. Survey.

Write direct for a copy, or ask Free & Peters.



FREE & PETERS, INC., National Representatives



lowa's Most Diversified Industrial Center and in Richest Farming Area

Metropolitan

Second in Retail Sales
In lowa According to
State Sales Tax Collection

CEDAR RAPIDS

IOWA'S SECOND LARGEST MARKET IS COVERED 100% DAILY and SUNDAY by

MERCHANDISING COOPERATION The Cedar Rapids Gazette

BURGOYNE'S

EVENING—OVER 60,000 CIRCULATION—SUNDAY
Home Delivered in 16 Eastern Iowa Counties Day of Publication

Cedar Rapids Has More Large Retail Stores Than Any Other City in Iowa

ROP FULL COLOR

Represented Nationally by Allen-Klapp Co.

lowa's Local-Retail Advertising Linage-Leader Year-After-Year

IOWA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		0		TION TIMATI	ES	607A	TIVE BINCOMI					0	773	L SALES	1954			SALES ADVER INC CONTR	TIS-
COUNTIES	Metre- politan Area	Total	~	Fami	Urban-	Not	- OK	Per	Per	Dollara	- C	Coun-	(in	FIVE S1	of deliars				Qua
		(thou- sands)	of U.S.A.	lies (thou- eands)	Population (thousands)	Deliars (add 000)	of U.S.A.	Gap- ita	Fam- ily	(add 900)	of U.S.A.	Salos Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dea
Koosuth		25.8	.0189	7.3	8.6	40,214	.0180	1,589	8,509	28,420	.0156	3,619	4,748	1,048	773	8,669	622	.0159	100
Algona		5.6	.0034	1.6		10,373	.0041	1.852	6,483	13,067	.0077	-	1.796	685	615	4,037	253	.0050	14
		43.4	.0267		32.1	61,346			4,612	45,425	.0267	3.418	10,425	3,180	3,275	9,049	1,540	.0258	
Keokuk		16.7	.0103	5.3		24,373			4,500	21,612	.0127		5,189	1,616	1,820	4,593	88G	.0107	10
Fort Madison.		15.4	.0095	4.6		24.040			5.226	18,336	.0108		4,055	1,266	1,136	4,105	811	.0009	10
Jan	23	110.5	.0680	0.00	84.2	192,525			5,439	185,963	.0076	4,683	28,662	18,424	10,317	33,890	5,548	.0812	13
▲Codar Rapide		77.2		24.8		145,529			5,868	140,600	.0827		22,768	18,164	9,761	31,606	5,048	.0633	18
oules		10.7	.0065	3.2		13,111	.0052	1,225	4,097	13,545	.0000	4,233	2,006	328	247	3,006	298	.0083	
ucas		11.3	.0070	3.7	8.1	12,550	.0050	1,111	3,394	12,140	.8071	3,281	2,677	909	384	1,140	243	.0068	
yen		14.8	.0000	4.1	2.7	19,973	.0000	1,377	4,871	13,588	.0000	3,314	2,095	877	451	2,334	251	,0082	
Madieen		12.5	.0077	4.1	3.4	14,838	.0059	1,187	3,619	11,921	.0070	2,908	2,106	581	310	1,913	293	.0006	
Mahaska		23.8	.0147	7.8	11.5	31,796	.0127	1,330	4.076	26,771	.0188	3,432	4,305	3,064	1,218	4,873	702	.0140	
Oskaloosa		11.5	.0071	4.0		16,827	.0067	1,463	4,207	23,490	.0138		3,725	2,764	1,116	4,703	644	.0099	
Marien		25.1	.0154	7.8	11.8	28,796	.0114	1,147	3,838	12,839	.0116	2,645	8,199	832	1,007	3,187	521	.0123	
Marshall		35.4	.0218	11.0	20.2	86,307	.0225	1,501	5,119	45,872	.0276	4,170	9,442	4,404	2,448	9,507	995	.0237	1
Marshalltown.		20.2	.0124	6.5		35,800			5,662	37,981	.0223		7,820	4,340	2,093	8,391	924	.0165	
Mills		13.3	.0082	5.1	4.5	13,286	.0052	996	3,794	11,049	.0008	3,157	1,954	233	263	3,218	258	.0062	
Mitchell		13.7	.0084	4.0	3.4	18,096	.0065	1,178	4,024	16,000	.0096	4,174	2,000	494	1,028	2,301	171	.0079	
Menona		18.7	.0007	4.8	3.4	19,656	.0078	1,252	4.005	14.723	.0007	3,067	2,777	326	518	2,720	338	.0005	
Monroe		10.8		3.1		11,188	.0044	1,634	3,490	8,140	.0048		2,091	623	_ 299	1,982	163	.0050	
Montgomery		15.4	.0095	8.1	7.0	21,928	.0088	1,424	4,300	18,918	.0111	3,709	3,373	687	1,103	3,977	453	,0006	
Red Oak	-	7.0	.0043	2.4		10,966	.0044	1,587	4,560	13,563	.0090		2,341	429	834	2,981	336	.0055	12
Muecatine		33.6	.0207	10.1	29.6	46,735	.0188	1,391	4,451	40,129	.0236		7,370		1,544	9,133	626	.0206	
Muscatine		20.6	.0127	6.4		28,493	.0113	1,383	4,384	31,447	.0188		6,160		1,283	7,831	473	.0137	1
O'Brien		18.7	.0118	8.1	4.0	29,004	.0115	1,551	4,916	22,417	.0132	3,799	3,864		888	3,761	381	.0120	
Oscrela		10.1	.0062	2.1	2.8	15,798	.0063	1,564	5,447	10,073	.0050	3,473	1,735	826	335	1,808	87	.0062	10

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

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THESE FACTS PROVE IT!

Here are some of the reports available to you... made for us, not by us... to help you get down to cases in your plans to sell lowa.

Quality Of Reader: "Measuring the World's Biggest Farmer" (U. S. Census Bureau survey on high income average of Wallaces' lowa farmers).

Reader Traffic: Continuing Study of Farm Publications No. 4 (the facts on cover-to-cover readership). °

Reader Preference: "InFARMation Please No. 2" (scientific area sampling study by lowa State College showing subscribers' confidence in their farm paper).

Dealer Preference: Special for you based on information you furnish to get your dealers' views on advertising and media. Coverage: SRDS, ABC figures on actual farm coverage.

Reader Frame of Mind: Comparison tests on selling climate created by media in the market.

in the nation's No.1 Farm Market!

Nothing pleases us more than to have an advertiser ask for the measure of Iowa as a market for his product, or of the media serving this market.

It gives us a lot of satisfaction because Wallaces' Farmer and Iowa Homestead always comes out ahead — by a country mile. What's more, not a single item needs to be left to guess-work. We know we can do the job for you. Our knowing is based on completely unbiased, scientific facts. And common sense.

What Do You Want to Know? Would it help you to know more about the readers of your ads? What they own, their sources of helpful farming information, their buying intentions, what gets their attention? Would you like to know what your dealers think of your advertising? Do you want an additional reliable estimate of your sales potential? Write us for reports you want. Perhaps you'd like to use our research facilities to make a special study for you. We'd like to help you.

WALLACES' FARMER IOWA HOMESTEAD

DANTE M. PIERCE, PUBLISHER

DES MOINES, IOWA

KMA Leads in 3-State, 21-County Pulse Survey

KMA Serves 2,859,300 People — a 3 Billion-Dollar Market



In a survey of radio listening in 21 counties in Iowa, Nebraska, and Missouri, Pulse found that KMA is the favorite station in all three of the six-hour periods of the broadcasting day... and that KMA has the most popular programs in 61 of the 72 daily quarter-hour time segments. The survey shows KMA's share of the entire daily audience is 27.6%, a popularity

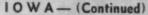
is 27.6%, a popularity margin of 45.2% over the

next competing station.

KMA gives you this audience leadership in America's top-spending farm market. In 1954, KMA-Landers spent \$3,081,010,000 for goods and spent \$3,081,010,000 for goods and services... a figure surpassed by only a handful of metropolitan markets. For a new booklet describing how KMA will produce more sales results for you in this rich rural market, contact KMA or your Petry representative today.

"THE HEARTBEAT OF THE CORN COUNTRY"

Represented by Edward Petry & Co., Inc.



960 KC-ABC

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-	•	POPUL ES 1/	ATION STIMAT 1/55	ES	EFFEC OXD	TIVE B	UYIN E ITES-	G -1954			•	217	L SALES	-1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	4	Fami-	Urban- ized	Not		Per	Per	Dellars	oz.	County (in thousands of Sales						Buying	Oual
Page		(thou- eands)	% of U.S.A.	lies (thou- sands)	Population (thousands)	Dellara (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.		Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
		23.2	.0143	7.1	12.2	29,281	.0117	1,261	4,121	34,673	.0204	4,884	4,348	2,148	1,431	8,109	765	.0148	103
Clarinda		5.2		1.8		7,518	.0030	1,446	4,177	15,988	.0094		1,562	706	551	2,633	251	.0050	156
Shenandoah		7.0		3.2		10,611	.0042	1,516	4,823	15,824	.0093	- 1	1,966	1,398	799	3,422	460	.0058	135
Pale Alte		14.8		4.3	3.5	17,888	.0071	1,232	4,153	18,022	.0086	3,493	2,575	784	497	2,383	330	.0080	90
Plymouth		23.0	.0141	6.8	5.0	22,460	.0129	1,412	4,919	28,633	.0157	4,035	4,575	932	606	4,524	828	.0140	99
Le Mars		5.9	.0086	1.9		9,824	.0039	1,665	5,171	12,994	.0076		2,491	603	171	2,787	276	.0050	139
Pecahentas		14.0	.0002	4.4		22,540	.0000	1,513	6,128	15,017	.0006	3,413	2,966	499	768	3,047	385	.0009	97
Polk	40	230.6	.1457	78.7	212.8	437,646	.1742	1,848	5,708	337,275	.1984	4,307	63,833	46,263	19,253	78,458	10,286	.1750	121
▲Des Moines		188.3	.1140	60.2	1	358,761	.1429	1,936	5,959	315,233	.2854		58,121	45,933	18,045	73,814	9,906	.1499	131
Pottawattamie	103	49.1	.0429	21.5	48.2	103,571	.0413	1,484	4,817	89,087	.6408	3,214	16,167	5,463	3,056	11,690	1,978	.0414	97
Council Bluffs.	110	48.2	.0296	14.7	- W	75,920	.0302	1,575	5,165	53,494	.0314		13,539	2,318	2,701	9,883	1,683	.0304	103
Poweshiek	1615	10.1	.0119	5.6	6.0	25,264	.0101	1,309	4,811	20,070	.0118	3,584	4,201	. 935	915	4,258	424	.0110	92
Ringgold		9.0	.0055	3.0		9,894	.6039	1,000	3,298	6,687	.0040	2,229	944	298	138	1,717	169	.0042	76
Sac		17.0	.0106	5.3	3.1	25,626	.0102	1.507	4.835	18,900	.0111	3,581	3,485	610	200	2,890	370	.0108	101

A and A See end of state for SM Metropolitan County Areas.

O SM. 1955.

Before using these figures, see explanation page 11.

For PROFITABLE Selection of Markets

Since a market is only as good as your chances of selling it, its basic market data should be "weighted" by such factors as available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only show the net worth of the market . . . in terms of your selling chances . . . but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.



Hand soap business is neck and neck...in lowa!

And every famous brand gets its share* among the 1,310,000 loyal readers of The Des Moines Sunday Register. What about your brand? Looking for bigger sales in this state-wide, big-family, big-income market? Surest way to tell your story to Iowans—on farms, in rural towns, suburbs and cities—is through the pages of the Sunday Register.



Packaged franks are frankly gaining...in lowa!

Yep, among Des Moines Sunday Register readers, and they're 1,310,000 strong, packaged frankfurters are winning new friends every day—with on-the-farm packaged frankfurter use up from 18.8% in '53 to 25.4% in '54, and city-town up from 25.3% to 33.2% in the same period*.



Breakfast food is Hot...in lowa!

With 73%* of all city women, 84.6%* of all farm women readers of The Des Moines Sunday Register serving hot breakfast foods to their families, we suggest The Des Moines Sunday Register with from 50% to 100% saturation in 81 of Iowa's 99 counties, 40% to 49% in ten more and better than 20% in the remaining eight.



Tip for cosmetics people...support your drug jobbers and their dealers by telling your product story to 1,310,000 readers through The Des Moines Sunday Register. You get a market that for farm income can't be beaten anywhere in the world—that outspends big-spending cities like Philadelphia, Boston and San Francisco!

In fact, business is booming in Iowa—an all-state market where new products, new merchandising ideas, new advertising campaigns get responsive attention—and action—from a bigger family, higher income, freer spending audience than most "A" markets can claim. Take a good long look at any nationally published cash-income, consumerbuying report. Then, with the more than 500,000 circula-

tion of the Des Moines Sunday Register—the "A-Schedule Newspaper" that gives you the entire state—you get your share of the Buying Power in this "A-1" market.

*BE SURE TO SEE THESE FACT-FIGURES FOR YOURSELF!

Write for your copy of our latest "Brand Inventory in the Homes of Iowa Subscribers," on your company letterhead.

THE DES MOINES REGISTER AND TRIBUNE

An "A" schedule newspaper in an "A-1" market! Gardner Cowles, President

REPRESENTED BY: Scolare, Meeker & Scolt—New York, Chicage, Detroit, Philadelphia Doyle & Hawley—Los Angeles and San Francisce the

is the best way to sell the \$471,527,000 **Quad-City** market

> DAVENPORT, IOWA ROCK ISLAND. MOLINE and EAST MOLINE, ILL.

DAVENPORT NEWSPAPERS

First in advertising lineage in the Quad-Cities

First in advertising lineage in all lowa

First in Quad-City circulation

in effective buying income First with \$5,843 per family

First in retail sales in the Quad-Cities

DAVENPORT NEWSPAPERS

Morning Democrat **Evening Doily Times** Sunday Democrat and Times Headquarters: Davenport, Iowa

Represented Nationally by JANN & KELLEY, INC.

IOWA - (Continued)

The "SM" symbols mark original, exclu-

				ES	A COURS	INCOM	E				0	777		1954	W.		ADVER'	TIS-
politan Area	Tatai	· ·			Plot	«	Par	Par	Dellara	- MK		(le					Buving	Oual
	(thou- eands)	U.S.A.	(thou- sands)	Popu- lation	Dellars (add 800)	U.S.A.	Cap-	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ity	Feed	General Mdes.	Furn House- Radio	Auto- motive	Drug	Power Index	in- dex
36	7.500		24.4		188,277 144,486 17,743	.0575	1,834	5,922		.0742		25,930 22,330 2,198	20,739 20,320 864	7,376 7,007 618			.0007	125
	Aroa	Metropolitan Area Tetai (theu- uande)	Metro-politam Area Total (thou-cands) U.S.A.	Metro-politan Area Total (thou-sands) U.S.A. (thou-sands) 22.8 78.8 .0485 24.4	Metropolitan Area (thou-sands) 107.0 0888 22.8 88.4 78.8 0.488 24.4	SM STIMATES SAN	Metropolitan Tatai % (thou-ande) U.S.A.	Meliropolitan Total % (theu-ande) U.S.A. (theu-ande) U.S.A. (theu-sande) (theu	SXI Description SXI Description SXI Description Descriptio	Meliron Popular New York New York	Meliropolitan Total % Familized lise Popu Dollars (thou-ands) U.S.A. (thou-ands) U.S.A. (thou-sands) 107.0 .0888 22.6 88.4 188.277 .8780 1,780 8,740 142,630 .0840 .0761 .0851 .0850 .0851	SXI STIMATES SXI NCOME ESTIMATES SXI NCOME ESTIMATES SXI NCOME ESTIMATES 1854 STIMATES 1854	Near Pour Pour	Molaropolitan Area Tatai % (thou-ands) U.S.A. (thou-ands	STIMATES STIMATES	STIMATES STIMATES INCOME ESTIMATES 1954 STIMATES 195	POPULATION	Note

A and A See end of state for SM Metropolitan County Areas.

O SM. 1965.

Before using these figures, see explanation page 11.



YOUR SIOUX CITY SALES POTENTIAL IS

POPULATION INCREASE A. B. C. city zone now 100,121 LIVESTOCK RECEIPTS

Now 3rd in cattle-2nd in stocker, feeder, calf

a 49 county trading zone in the heart of the world's richest agricultural area.

SIOUX CITY NEWSPAPERS SELL ALL SIOUXLAND!

The Sionx City Journal JOURNAL-TRIBU NATIONAL REP. JANN & KELLEY, INC



Here's why Sioux City belongs on every advertiser's market list.*

Population
Urban 268,800
Rural 396,500

665,300

Effective

Buying Income \$991 million

Distribution center for the vast, farm-rich 5-state Upper Missouri Valley

Here's why KVTV Channel 9 belongs on every advertiser's media list.

Total TV Families 152,835

KVTV Telepulse Rating

77% share of audience 6 PM to midnight, plus top 23 shows and 24 of the top 25.

CBS · ABC · DUMONT



Sioux City, Iowa

Serving lowe's 2nd largest market. A Cowies Station. Under the same management as WHAX-570, Yankton, South Daketa. Don D. Sullivan, Advertising Director

Remember: The Best way to cover the important Sioux City Market is

*Sales Management's 1954 "Survey of Buying Power"

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

IOWA - (Continued)

The state of the s	Metro-	J	POPULA ES 1/1	TIMATE	ES	AUTA I	TIVE B NCOME STIMA			The same	WE TO	J	773	SALES	1984	9		ADVER'	T18-
COUNTIES	politan Area	Total	or	Fami-	Urban-	Net	61	Per	Per	Dollars	07	Goun-	(in		ORE GRO			Buying	Ouni
	140	(thou- sands)	% of U.S.A.	ties (thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Foxi	Grneral Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Story	111	48.0	.0233	13.1	28.1	70.582	.0281	1,534	5,398	44,649	.0243	3,408	10,745	3,104	1,443	9,655	1,236	.0276	98
Ames		24.3	.0149	6.5		44,912	.0179	1,848	6,910	26,332	.0155		6,386	2,848	640	6,851	851	.0166	
Tama		21.2	.0130	6.8	2.9	27,689	.0110	1,305	4,069	23,675	.0139		3,752	571	746	3,904	308	.0123	95
Taylor		11.8	.0073	3.8		13,949	.0066	1,182	3,671	7,882	.0046	2,077	1,558	312	237	1,251	165	.0086	77
Union		15.8	.0007	5.2	8.8	19,955	.0079	1,263	3,838	15,821	.0003	3.043	3,211	1,058	1,038	3,571	433	.0007	90
Creston	10.70	8.5	.0052	3.7		11,720	.0047	1.379	4.341	12,511	.0074	333	2,392	980	868	3,105	322	.0056	108
Van Buren		10.5	.0095	3.5		11,317	.0045	1,078	3,233	7,938	.0047	2,268	1,502	588	315	1,380	118	.0049	76
Wapelin		47.0	.0280	15.0	34.6	68,780	.0274	1,463	4,585	49,038	.0288	3,260	11,027	3,940	2,613	12,556	1,809	.0282	96
Ottumwa		34.6	.0213	11.2		53,967	.0215	1,560	4,818	44,782	.0263		10,065	3,648	2,539	12,437	1,530	.0229	108
Warren		17.4	.0107	5.3	5.1	20,963	.0084	1,206	3,959	12,723	.0078	2,401	2,942	482	335	1,662	209	.0005	79
Washington		19.2	.0118	8.2	6.3	27,446	.0109	1,429	4.427	24,764	.0146	3,994	3,471	1,723	896	4,174	562	.0122	103
Washington		6.8	.0039	2.2		10,640	.0042	1.689	4.836	12,826	.0075		2,478	1,168	538	2,412	398	.0081	131
Wayne		11.1	.0000	3.7	****	11,122	.0041	993	3,006	8,769	.0051	2,370	1,899	363	307	1,728	246	.0052	78
Webster		44.1	.0276	13.7	26.8	67,410	.0268	1.501	4,920	59,329	.0346	4,331	10,324	8,228	2,259	10,605	1,002	.0294	107
Fort Dodge		26.8	.0165	8.2	3	43,918			5.291	51,648	.0300		8.544	8,149	2,004	10,255	992	.0211	128
Winnebago		13.1	.0081	3.1	2.8	17,373	.0069	1.316	4.572	16,311	.0096	4,292	2,647	632	648	3,379	333	.0079	96
Winneshiek		21.1	.0131	6.1	8.0	24,725	.0096	1.166	1.053	18,345	_0108	3,007	3,469	1,318	1,103	3,541	331	.0108	82
Decorah		6.0	.0037	1.0	3	8,142	.0033	1,357	5,089	12,079			2,207	814	884	2,396	240	.0045	122
Weedbury	136	113.1	.0097	35.6	93.0	190,210	.0767	1.67	5,343	145,990	.0855	4,101	27,345	22,392	5,191	27,328	4,612	.0776	111
ASioux City		90.0		28.1		155,940			5,549		1		24,616	22,142	4.919	25,000	4,185	.0654	
Worth		10.1		3.1		14,061			4,582	8,020				201	134	2,025	165	.0056	87
Wright		19.7		6.1		29,700			4,790	21,158				640	632	3,484	546	.0121	100
Total Above Citie		1,079.2	.6637	336.0	9	1,886,992	.7513	1,749	5,616	1,738,638	10,223		331,118	207,870	93,550	382,624	48,980	.8154	123
State Total		2,843.8	1.6261	810.6	1319.0	3,923,243	1.562	1.48	4.840	3,045,802	17.913	3.757	579,359	262,902	138,372	608,169	73,963	1.6437	101

A and A See end of state for SM Metropolitan County Areas.

C SM, 1955.

Before using these figures, see explanation page 11.



THE QUINT-CITIES

dominant Trading Area between Chicago and Omaha; Minneapolis and St. Louis

76,800 families with a total Effective Buying Income of \$448,747,000, \$5,843 per family . . . or \$569 above the national family average.

76,800 families who spend through retail outlets \$303,938,000 a year, \$3,957 per family . . . or \$386 above the national per family average.

THE QUINT-CITIES'

dominant Advertising Medium . . . Radio Station WOC, since 1922

This 5,000-watt, NBC Station delivers the Quint-Cities . . . delivers 8 lowa-Illinois counties with 146,200 families who have an Effective Buying Income of \$776,005,000 . . . and spend \$554,524,000 in retail sales annually. WOC has been performing the area's DOMINANT radio job for 33 years. Get the facts from your nearest F & P man . . .

FREE & PETERS, INC., Exclusive National Representatives
Col. B. J. Palmer, president
Davenport, Iowa
Ernest C. Sanders, resident mgr.



2100000			POPULA ES 1/1	TIMATE	EB	ALCOND.	TIVE BINCOME		_	-30		0	JIA	L SALES	1954			SALES ADVER ING CONTR	TIS
AREAS	Metro- politan Area	Total		Fami-	Urban- ized	Not	8	Per	Per	Dellars	«	Coun-	(lin	FIVE ST	ORE GRO			Buying	Ouni
	w71	(thou- sends)	of U.S.A.	lies (theu- sands)	Population (thou-sands)	Dellars (add 000)	of U.S.A.	Cap- ita	Fam- liy	(add 900)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Pawar Index	ity In- dex
Certar Rapids Devenpert- Reck teland-	23	110.8	.0000	35.4	84.2	192,825	.0786	1,742	5,439	165,963	.0076	4,688	28,662	18,424	10,317	33,800	5,548	.0612	118
Moline		250.2	.1539	76.8	210.1	448,747	.1787	1,794	5,843	303,930	.1787	3,958	65,639	37,927	14,008	63,165	8,882	,1737	113
Des Moines	40	236.8	.1457	78.7	212.9	437,648	.1742	1,846	5,706	337,275	.1984	4,397	63,833	48,263	18,263	78,488	10,286	.1758	121
Oubuque	42	78.0	.0461	20.1	53.1	116,280	.0463	1,580	5,785	92,220	.0542	4,888	18,582	14,654	3,481	18,834	1,479	.0406	100
Sieux City	138	113.3		35.6		190,210	.0757	1,679	5,343	145,990		4,101	27,345	22,392		27,328	4,612		
Waterlee	157	109.3	.0672	33.3	83.3	190,805	.0780	1,747	5,733	133,316	.0794	4,003	25,640	15,115	9,114	24,259	3,447	.0750	112
Total of Areas		895.1	.5806	277.9	748.6	1,578,303	.6275	1,761	5,672	1,178,702	.0932	4,241	229,080	154,775	60,374	243,774	34,232	.6319	118

I O W A — M Income Breakdown of Consumer S	pending	Units
--	---------	-------

17 100	INTIES Con- per	In-	765		ET IN	COME	GROU	PS, 191	14	yet a		-	Total	In-		,	ET IN	COME	GROU	PS, 18	54	
COUNTIES		por Con- numer Unit \$	\$0-2 % Units	,489 % In- come	\$2,500 % Units	-3,999 (n- come	\$4,000 % Units	4,999 (n- come	\$7,000 % Units	& Over		COUNTIES	Con- sumer Units (theus.)	per Con- aumer Unit	\$0-2 % Units	5 In-	\$2,500 % Units	-3,999 % in- come	\$4,000 % Units	-6,999 % In- come	\$7,000 % Units	& Over
Adair	3.9	3,637	36.9	14.0	31.0	28.0	24.4	35.4	7.7	22.8		Beene	9.1	4,353	29.2	9.0	26.6	19.5	32.3	38.1	11.9	33.4
Adams	2.7	3,333	43.3	17.0	27.4	26.3	23.5	36.3	6.8	20.4	11	Boone	4.7	4,455	28.5	8.6	22.8	16.4	36.6	42.1	12.1	32.9
Allamakee	5.1	3,117	44.8	19.1	32.0	32.9	18.0	29.5	8.7	18.5	11	Bremer	6.6	3,548	38.6	14.6	26.8	24.2	26.4	38.1	8.2	23.1
Appaneous	6.3	2,835	53.9	25.8	24.8	28.0	17.3	31.2	4.0	15.2	11	Buchanan	8.5	3,579	39.4	14.8	26.8	23.9	25.1	36.0	8.7	25.3
Centerville	2.8	3,124	50.8	21.8	21.7	22.2	23.0	36.2	8.5	18.8	11	Buena Vista	8.0	4,457	30.1	9.1	24.5	17.8	31.8	39.5	13.6	38.8
Audubon	3.7	3,598	83.5	12.5	33.4	29.7	25.4	38.2	7.7	21.6	11	Storm Lake	3.4	4,412	31.0	9.4	21.5	18.6	34.9	40.6	12.6	34.4
Benton	7.5	3,806	34.3	11.8	27.8	22.8	26.8	35.3	11.1	30.1	11	Butler	5.5	3,778	33.1	11.7	32.3	27.4	24.9	33.8	0.7	27.1
Black Hawk	40.4	4,723	24.7	7.0	20.7	14.0	89.8	43.2	14.8	35.8	11	Calhoun	8.4	4,146	30.5	9.8	27.6	21.3	28.8	35.7	13.1	33.2
Waterloo	26.8	4,862	20.2	6.5	21.3	13.8	42.6	44.0	15.9	36.7	11	· Carroll	7.3	4,763	27.8	7.7	28.1	18.8	29.6	31.8	15.0	41.6
Cedar Falls	7.2	3,931	42.3	14.4	16.7	13.6	30.0	38.2	11.0	32.8	11	Carroli	2.4	4,905	25.3	6.9	28.5	18.6	30.2	31.6	16.0	42.8

O SM, 1955.

10 W A — M Income Breakdown of Consumer Spending Units — (Continued)

	Total	In- come	-	N	ET IN	COME	GROU	PS, 191	54			Total	in- come	U.Y	00	NET IN	COME	GROU	PS, 19	54	31
CITIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2	2,499 % In-	\$2,500 % Unita	-3,999 % In-	\$4,000	% In-	\$7,000 % Units	& Over	CITIES	Con- sumer Units (thous.)	con- sumer Unit	\$0-3 Unite	2,499 % In-	\$2,500	-3,999 % In- come	\$4,000 S Units	-6,999 % [n-	\$7,000 Units	10-
0	6.5	\$				ceme	Units	ceme	7.000	come		4.0	3,133	46.2	19.8	28.2	28.8	19.8	32.4	5.8	19.0
Atlantic	2.7	3,969 4,154	35.8	12.0	30.9	24.8	28.9	30.8	9.9	32.3	Lucas Lyon	4.5	4,393	30.0	9.2	27.0	19.7	28.2	32.8	14.8	38.3
Cedar	8.2	4,178	30.8	9.9	26.8	20.5	28.8	35.4	13.6	34.2	Madison	4.1	3,580	40.4	15.2	28.7	25.6	20.8	29.8	10.1	29.4
Cerro Gerde	16.2	4,685	24.4	7.0	25.6	17.5	35.7	30.0	14.3	36.5	Mahaska	8.3	3,823	39.4	13.8	27.9	23.3	23.4	31.5	9.3	31.4
Mason City	10.6	4,778	23.1	6.5	25.2	16.9	87.2	30.9	14.5	36.7	Oukaloosa	4.5	3,779	38.7	13.7	28.4	22.3	26.5	38.1	8.4	27.9
Cherokee	6.1	4,733	27.1	7.7	26.0	17.6	32.0	34.6	14.9	40.1	Marion	8.2	3,506	38.9	14.9	30.1	27.5	23.4	34.2	7.6	23.4
Cherokee	2.5	4,427	29.0	8.8	26.1	18.8	33.0	38.3	11.9	34.1	Marehall	12.7	4,435	27.7	8.4	27.2	19.6	33.4	37.4	12.7	35.0
Chicasaw	3.5	3,619	37.0 40.8	13.7	32.4	24.4	27.0	38.2	8.4	23.7	Marshalltown	8.1	4,853	26.3	7.8	25.4	17.8	85.0	39.4	13.3	30.0
Clay	6.6	3,385 4,657	28.9	8.3	27.2	18.7	20.1	32.2	14.7	40.8	Mills	3.8	3,499	35.6	13.7	33.4	30.6	34.4	35.6	6.6	20.1
Spencer	3.4	4,797	28.6	8.0	26.3	17.5	29.6	31.7	15.5	42.8	Mitchell	4.4	3,699	35.8	13.0	28.4	24.6	25.9	35.0	9.9	26.5
Clayton		3,573	37.8	14.2	30.3	27.2	23.3	33.4	8.6	25.2	Monona	8.2	3,793	34.8	12.4	30.7	25.9	24.1	32.5	10.4	29.2
Clinton	17.2	4,858	27.4	7.9	23.2	15.9	35.5	39.1	13.9	37.1	Monroe	3.7	3,051	46.5	20.4	28.9	30.3	19.6	33.0	5.0	16.3
Clinton	-11.1	4,623	26.7	7.8	22.4		37.6	41.6	13.3	39.1	Montgomery	5.8	3,929	38.8	11.6	31.5	25.6	25.2	32.9	9.5	29.9
Crawford	6.1	4,130	34.0	11.1	28.7	22.2	23.1	26.6	14.2	38.1	Red Oak	2.6	4,239	29.3	9.3	31.2	23.5	29.4	35.5	10.2	31.7
		100									Muscatine	11.6	4,080	32.2	10.6	28.6	22.4	29.2	36.7	10.0	30.3
Dallas		4,390	30.4		28.6		28.5		12.5	36.6	Muscatine	7.2	3,935	32.2	2.00	28.8	23.4	30.8	39.4	8.7	26.2
Perry	2.3	4,582	29.4		25.5	****	31.2	34.9	13.9		O'Brien	6.4	4,558	28.9	8.5	26.8	18.8	30.3	31.2	14.0	38.6
Davis		3,176	47.0 53.9		25.9	Mer.	19.3	31.1	7.3	22.3	Oscoola	3.2	5,010 3 654	35.3	13.0	31.2	27.3	25.0	35.0	8.5	24.7
Decatur Delaware		2,754	35.6						12.0		Page	2.1	3,630	36.1		32.5	28.7	23.2	32.6	8.2	25.3
Des Moines		3,891 4,527	26.2		28.5		23.9	31.5	12.8		Shenandoah	2.8	3,840	32.2		29.9	24.9	28.2	37.6	9.7	26.2
Burlington		4,533	26.1		25.2		36.2	41.0	12.5		Pale Alto	4.6	3,907	33.9		29.1	23.8	25.8	33.8	11.2	30.7
Dickinson	4.4	4,235	31.0		29.1		26.0		13.9		100000000000000000000000000000000000000	1					7717				
Dubuque	. 26.2	4,437	32.8		20.4	14.7	33.6	38.8	13.5		Plymouth	7.3	4,441	82.7	9.9	26.9	19.4	26.0	30.0	14.4	40.7
Dubuque	19.5	4,495	31.4	0.4	19.8	14.1	35.1	40.0	13.7	36.5	Le Mars	2.4	4,156	38.6	12.5	24.1	18.6	24.6	30.3	12.7	38.6
Emmet		4,616			26.2		32.7	36.3	13.7		Pocahontas	4.5	4,974	26.7		27.1	17.4	29.9	30.8	16.3	44.6
Estherville		4,726	28.4		23'.1		35.1	38.1	14.4		Polk	89.4	4,893		-	24.0	15.7	35.1	36.8	16.3	40.8
Fayetteville		3,826			27.2		26.0		9.5		Des Moines	73.3	4,894	25.0			18.0	34.6	36.3	16.5	41.2
Oelwein	3.0	4,118			24.2		33.3		10.4		Pottawattamie.	23.6	4,398	28.2			16.7	37.5	42.6	12.2	33.0
Charles City	7.8	4,216		,	28.8		31.2		11.1		Coungit Bluffs.	7.3	3,460	45.1			21.5	21.8	32.2	9.8	28.8
Charles City	1 4.0	4,818	20.4	7.0	20.0	17.0	30.0	40.7	14.6	00.0	Ringgold	3.1	3,239	46.3			27.8	17.6	27.8	8.0	25.2
Franklin	5.3	4,800	26.4	7.4	28.6	19.1	29.3	31.3	15.7	42.2	Sac	5.5	4,629			27.4	19.0	31.3	34.6	14.2	38.5
Frement		3,403					21.1		7.7	23.2	Scott	38.4	4,898	23.8		22.3	14.6	38.1	29.8	15.8	38.1
Greene		4,000	32.1	10.8	29.6	23.7	26.3	33.6	12.0	31.9	Davenport	29.7	4,868	24.4	8.7	22.1	14.5	37.7	39.8	15.8	39.0
Grundy	. 4.4	4,442	25.5	7.6	30.7	22.1	31.5	36.4	12.6	33.9	Shelby	4.7	3,797	37.8	13.4		22.0			11.0	30.9
Guthrie		3,207	41.5	17.6			19.3		6.0		Sioux	7.3	4,155	30.4	9.8	28.3	21.8	28.3	34.9	13.0	33.5
Hamilton	6.8	4,475					200				hogy Parts 1911										00.4
Webster City.		4,546								25.00	Story		3,556							9.8	28.4
Hancock	4.4	5,252					1				Ames	13.2	3,394			1				9.6	29.3
Hardin	6.0	3,661									Tama	6.9	4,032							7.2	22.7
Harrison	6.7										Taylor Union	5.4	3,670					24.9		8.9	27.4
***************************************	1	0,011	01.		20.1	. 20.0	20.2	30.1	0.0	2412	Creston	3.3	3,587							8.1	24.5
Howard	4.2	3,461	43.1	16.9	25.9	24.0	21.1	31.1	9.8	28.0	Van Buren		2,984				30.2			5.1	17.2
Humboldt		4,850									Wapello	16.6	4,150			27.3				10.3	28.0
lda		4,701		8.8	25.4	17.4	26.9				Ottumwa	. 12.7	4,24								28.9
lowa	5.2		33.0	10.9	28.	22.4	24.6	31.0	14.0	35.7	Warren	. 6.0	3,48						-	8.4	24.4
Jackson								7.000		-	Washington		4,27							12.4	36.7
Jasper		4,369	2.00								Washington		4,25							11.9	35.7
Newton		4,748		0.000							Wayne		2,69							3.3	11.0
Jefferson		3,364							-		Webster	15.1	4,45				20.00			13.1	35.5
Fairfield		3,569									Fort Dodge	9.6	4,56	28.	0 6.3	44.9	10.1	30.7		10.1	00.0
Iowa City	15.3	3,164	961		2000	-					Winnebago	4.4	3.93	33.	6 11.5	3 29.1	23.6	26.1	33.9	11.2	31.0
Iowa City		3,853					1			- 2012	Winneshiek	7.4		,							
Knokuk	5.7	3,280				-					Decorah	2.6						10000			
	1	7,00	1				-	4110	1		Woodbury					0.0000		1			
Kessuth	. 8.4	4,811	26.	7.5	27.	18.6	29.8	31.7	15.4	42.2	Sioux City	33.4		1 10	200						
Algona											Worth										
Les	14.5	4,234				20.2			1 1 1 1 1 1 1 1 1 1		Wright	. 6.6					20.1	30.1	34.4	13.4	36.9
Keokuk	6.0	4,083				20.1	32.5	40.7	9.7			-	-	-		-		-		-	
Fort Madison.		4,674				18.0	37.9	41.8	14.0	34.2	Total Above					1		1			
Linn	. 41.3	4,666							14.0	36.8	Cities	418.1	4,51	28.	9 8.	23.6	16.7	34.0	38.6	13.5	36.1
Cedar Rapids.		-,,			- ment		10000					-	7		311				-	-	0.1
Leules	3.5	3,787	37.	1 13.2	29.5	24.7	23.7	31.5	10.0	30.2	State Total	925.6	4,23	8 31.	7 10.	1 26.1	19.7	7. 29.9	36.1	1 12.3	34

(Other West North Central States: Iowa, Minnesota. KANSAS — Counties and Cities Missouri, Nebraska, North Dakota, South Dakota.)

Kansas sta	te map—page 378	Pop.	N	UMBE	R OF O	UTLET	s			Pop.	N	UMBE	R OF O	UTLET	8
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Arkansas City	Cowley	13.4	44	8	13	19	10	Dodge City	Ford	11.7	31	9	12	21	8
Atchison	Atchison	12.7	49	6	12	19	9	El Dorado	Butler	12.4	46	6	11	19	5
Chanute	Neosho	10.2	38	7	16	23	5	Emporia	Lyon	14.8	51	6	14	26	11
Coffeyville	Montgomery	18.1	56	7	17	34	11	Fort Scott	Bourbon	10.4	45	5	20	24	4
Concordia	Cloud	7.1	21	6	8	14	4	Mary Control	(Continued	on pag	e 376	5)			

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Before using these figures, see explanation page 11

	d from page 375)	Pop.	N	UMBE	R OF O	UTLET	8		Pop.	1	TUMBE	R OF O	UTLET	8
City	County	thous.)	F	GM	FHR	A	D	City County	thous.)	F	GM	FHR	A	D
Garden City	Finney	11.5	20	6	7	22	6	McPhersonMcPherson	. 8.7	20	6	4	22	
Great Bend	Barton	16.1	23	6	14	22	4	NewtonHarvey	. 12.9	24		14	18	
Hays	Ellis	9.7	15	3	10	14	4	OttawaFranklin	. 10.2	28	6	16	18	
Hutchinson	Reno	35.8	80			37	19	ParsonsLabette	. 15.5	59	8	16	30	
Independence.	Montgomery	11.9	44	7	14	20	7	PittsburgCrawford	. 22.1	93	8	16	27	
Iola	Allen	7.0	28	5	14	22	5	PrattPratt	. 7.7	12	4	12	15	
Junction City.	Geary	14.0	34	6	10	16	8	RussellRussell	. 7.1	15	4	11	16	
Kansas City	Wyandotte	129.7	450	48		58	66	SalinaSaline	. 30.2	66	15	23	36	1
Leavenworth	Douglas	20.2	55	8	22	21	10	TopekaShawnee	. 92.4	196	21	48	72	4
Liberal	Leavenworth	21.2	75	7	15	21	12	WichitaSedgwick	. 222.5	359	35	110	123	9
Manhattan	Seward	8.6	20	7	13	22	3	WinfieldCowley	. 10.3	33	6	10	19	,
Manuattan	Riley	14.2	39	9	17	23	10							

	Metro	0	POPULA ES 1/1	TIMATE 1/55	ES	6077	TIVE B INCOMI ESTIMA	E				0	777	L SALES	-1984		15	ADVER INC	TIS-
CITIES	Metro- politan Area	Total (thou-	5	Fami-	Urben-	Net	% of	Per	Per	Dellars	% of	County Sales	(Se		ORE GRO			Buying	Qual
		sands)	U.S.A.	Hee (thou- eands)	Ponu- lation (thou- annds)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- lly	(add 800)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Allen		17.6	.0100	6.1	7.0	19,634			3,219	17,629	.0104	2,890	3,550	1,015	904	4,332	409	.0002	84
Iola		7.0	.0043	2.5		9,122			3,649	12,690	.0075		2,249	778	765	4.012	268	.0049	
Atchien		21.5	.0132	3.3 6.6	00.000	11,002 29,280			3,381	7,508	.0044		1,373	508	175	2,298	225	.0048	
Atchison		12.7		4.0		18,826			4,707	18,431 15,904	.0108	2,793	4,389	1,317 988	1,142 1,052	4,708 4,065	817 486	.0118	1000
Barber		8.0		2.8		12,630	.0050	1,435	4,511	8.014	.0047	2,862	1.867	280	531	1,646	273	.0010	91
Berton	100	33.9		10.5		82,217		1,835		54,104	.0319	5,153	10,859	3,805	3,429	14,002	1,481	.0262	
Great Bend	110	16.1		5.0		31,755			6,351	35,813		37	6,386	3,124	2,098	11,193	807	.0146	
Fort Scott		19.0 10.4		3.8	400.4	22,150 14,163		1,186	3,356	16,598 14,800	.0097	2,518	4.019 3,289	854 741	1,278	2,970 2,851	445 366	.0096	
Brown		15.2	.0094	8.2	3.5	18,476	0073	1 910	3,553	14,103		2,712	2,438	933	543	3,623	428	.0000	
Butler		35.4	22201	11.5		80,244			4,300	39,509	.0233		8,909	1,772	1,745	12,133	1000	.0214	
El Dorado		12.4	.0076	4.0	1000	19,518			4,880	23,169			4,808	1,471	1,202	6,991	743	.0095	
Chase	1	4.9	.0030	1.6		6,309			3,999	2,992		1,870	810	60	286	506	95	.0024	
Chautauqua		8.9	.0042	2.3		6,850	.0027	993	2,978	5,780	.0034	2,504	1,185	448	182	1,637	200	.0032	76
Cherokee		25.3		8.3		28,301			3,410	15,174	.0089	1,828	5,387	670	812	3,721	492	.0115	
Cheyenne	19	5.5	.0034	1.7	****	6,752	.0027	1,220	3,972	8,990	.0038	3,524	1,272	222	519	1,587	170	.0031	91
Clark		3.9	.0024	1.2		7,276	.0029	1,000	6.063	3,774	.0022	3,145	609	76	144	910	53	.0026	100
Clay	1	11.4		3.8		13,836			3.641	11,180	.0065		2,129	785	402	2,720		.0061	
Concordia		15.0		8.1		18.883			3,703 4,782	15,839 10,452		3,108	3,151 1,945	1,206 1,120	550 427	3,781 2,956	400 283	.0084	
Coffey	0/15	9.0	.0001	3.0		11,186		-	3.729	7,381	150	2,450	1,306	847	557	1,432		.0048	
Cemanche		4.0		1.3		5,864			4,511	3,005			506	203	196	828	138	.0022	
Cowley		37.7	.0232	12.3		49,092			4.040	44,280			10,045	3.957	2,193	12,310		.0223	
Arkansas City.		13.4		4.6		19,097	20000		4,152	21,481	.0127	300	4,868	2,597	1,340	5,105	626	.0093	113
Winfield		10.3	.0063	3.5		16,742	.0067	1,628	4,783	18,696	.0110	7.	4,087	1,250	853	5,893	351	.0079	125
Crawford		42.8		14.0	I work to	63,110	.0211	1,230	3,500	49,068	.0235	2,707	9,896	3,818	2,850	9,749	1,250	.0229	87
Pittsburg		22.1				31,270			4,114	27,428		4.00	6,443	3,259	237	7,543		.0138	
Dickinson		20.0				8,610 26,300			3,914	5,614 20,961			1,153 4,317	201 1,434	283 1,031	1,586 5,371		.0035	
Donlphan		10.1	.0067	3.3	1.1	11.780	.0046	1 079	3,584	4.588	.0027	1,381	1,246	172	84	820	1	.0945	67
Douglas		20.5				89,800			5.207	37,957			8,444	3,366	2,204	9,921		,0235	
Lawrence		20.2	00000	5.4		83,597			6,222	32,781		-	7,222	2,780	1,939	8,999		.0150	
Edwards		6.2	.0030	2.1	****	8,767	.0038	1,414	4,178	5,100	.0030	2,480	1,195	297	317	1,034	200	.0834	87
Elk		6.0	.0030	2.0		0,394	.0025	1,051	3,152	3,964	.0024	1,982	1,033	210	195	895	140	.0027	78
Ellis	10.00	20.6		8.3		28,360	.0113	1,377	5,351	22,542			4,561	1,331	996	7,397	660	.0122	96
Hays		9.7				14,950 11,671			5,753 4,024	17,008 7,388		2,540	3,070 1,689	1,228	953 498	6,277 1,351	461 245	.0072	
Finney		18.4		4.5		26, 131					-	-				-			
Garden City		11.8		3.6		20,689			5,807 5,741	27,217 26,031	.0161	6,048	4,407	1,045	1,328	7,815 7,162	1 600	.0119	1
Ford		20.0				33,528			5,239	32,197	.0180	8,031	4,968	3,398	2,784	7,733		.0149	
Dodge City		11.7		3.7		21,179	.0084	1,810	5,724	25,424	.0150		4,144	3,058	2,591	6,180		.0101	
Franklin Ottawa		20.0		8.5		24,137 13,880	.0096	1,207	3,713 4,074	19,715	.0116	3,033	4,293	1,625	1,146	3,789	804	.0107	
			1							14,538			2,659	1,243	1,018	3,000	35	100	
Geary	1	21.0	00000			34,400			4,916	19,203	0.000.00	2,743	4,348	1,410		4,388			
Gove		4.2		1.0		21,529 4,900		1,538	4,680	18,476		2 007	4,108	1,209	913	4,386		.0093	-
Graham	1	5.1				5,274			3,516	3,587 4,581		3,587	612 467	233		1,186			

GRASS ROOTS FACTS

About the Kansas Farm Market



Waving wheat, tall corn, fat cattle, men on tractors-this is Kansas-a state of high-income, big buying farmers. To sell this rich market, you've got to sell the farm families. And the easiest, fastest way to do this is to use the radio station they listen to most-WIBW.*

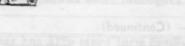


Last year these upper-income farm families banked \$1,092,211,000 from wheat, corn, cattle, hogs, poultry, hay, sheep, and other farm products. Because of this wide diversification they buy heavily and steadily-all year long. And the greatest part of their purchasing decisions are guided by WIBW - the radio station

Kansas farmers listen to most.*



The average income of these Kansas farmers is \$8,312 per household after taxes . . . 58% above the national average! † And remember, this vast buying power listens to WIBW more than any other radio station!*



The rich soil of Kansas has produced a new type of upper-income consumer-the Kansas Farmer. These folks have the extra cash to buy your product. And the best way to sell it to them is to tell them about it on the radio station they listen to most-WIBW-first listening choice of Kansas Farmers since

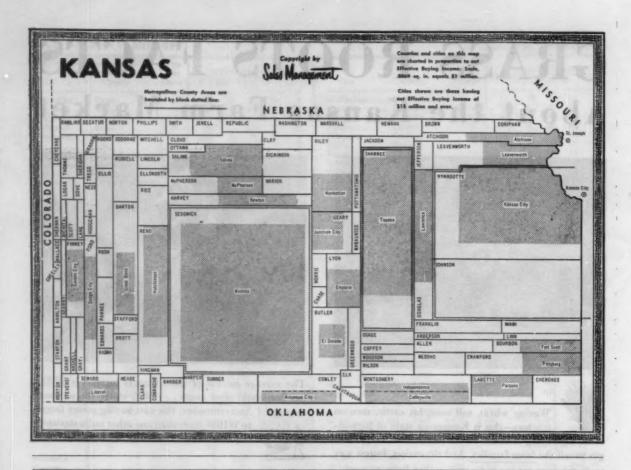
- * Kansas Radio Andience-1954.
- † Consumer Markets-1954.

TOPEKA. KANSAS



BEN LUDY, Gen. Mgr. WIBW & WIBW-TV in Topeka KCKN in Kansas City

Rep: Capper Publication, Inc.



	Motro-	0		TIMATI	E8	Marin.	TIVE B					0	777	L SALES	1964			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Aroa	Total	96 of	Fami-	Urban- ized	Not	% of	Per	Per	Dellars	% of	County	(ii		of dollars			Buying	Qual
TO ON IL .	1250	(thou- sands)	U.S.A.	lies (thou- sands)	Popu- lation (thou- sands)	Dollars (add 000)	U.S.A.	Cap- lin	Fam-	(add 000)	U.S.A.	Saloo Per Fam- ily	Food	General Mdss.	Furn House- Fudio	Auto- motive	Drug	Power Index	ity in- dex
Grant		8.1		1.6		8,707 8,246	.0034		5,442 6,804	5,135 3,364	.0030		1,067	247 78	271 35	560 579	56 128	.0033	
Greeley		2.0	.0012	.0		2,761	.0011	1,361	4,602	2,379	.0014	3,965	000	122	123	389	45	.0012	100
Greenwood		12.8	.0070	4.3	3.8	18,864	.0063	1,230	3,600	16,502	.0007	3,859	3,581	582	847	4,397	428	.0076	96
Hamilton		3.7	.0022	1.0		6,530	.0026	1,765	6,530	3,684	.0022	3,684	808	82	140	902	43	.0024	100
Harper		10.2	.0063	3.4	2.8	11,588	.0047	1,136	3,406	9,525	.0056	2,801	2,000	496	427	2,120	337	.0053	84
Harvey		22.0			12.9	34,868	.0138			28,202	.0106	3,983	5,423	2,469	1,608	5,916	529	.0147	104
Newton		12.9		4.2		19,952			4,750	22,444	.0132		4,565	2,233	1,497	5,448	362	.0095	1
Haskell		2.5	.0015	.7	1	4,767	.0019			2,133	.0013		345	43	31	578	119	.0018	
Hodgeman		3,3	.0021	.0	****	4,848	.0019	1,460	5,387	1,001	.0010	1,879	332	1		320	20	.0017	81
Jackson		10.7	.0006	3.5	2.7	10,878	.0043	1,017	3,168	8,318	.0049	2,376	1,780	421	170	1,402	100	.0040	74
Jefferson		11.3	.0068	3.6		11.977	.0048	1,000	3,327	7,130	.0042	1,981	1,882	128	228	924	196	.0051	74
Jewell		9,1	.0066	2.0	****	9,757	.0030	1,072	3,364	4,028	.0023	1,389	901	246	238	708	127	.0037	68
Johnson	72	88.3	.0005	31.2	70.5	209,047	.0032	2,127	6,700	60,762	.0386	1,948	21,064	1,233	3,127	12,145	3,257	.0645	107
Kearny		3.5	.0021	1.0		6,650		1,900		2,488	.0014		442	78	41	278	43	.0022	
Kingman		10.4	.0064	3.2	3.3	10,406	.0041	1,001	3,282	8,865	.9053	2,777	2,000	301	841	2,758	248	.0049	77
Kiowa		8.0	.0031	1.5		9,012	.0036	1,802	6,008	4,000	.0027	3,125	1,024	185	281	832	127	.0032	103
Labette		31.7		10.4	17.7	34,900	.0147			32,067	.0180	3,065	7,844	2,280	1,470	8,754	820	.0100	87
Parsons		18.5	.0095	4.9		19,936			4,069	21,193	.0125		4,848	2,039	1,034	6,722	570	.0096	101
Lane		3.3	.0020	1.0		6,400	.0026	1,842	6,409	2,587	.0015	2,597	605	672.50	74	623	23	.0022	110
Leavenworth		39.7			21.2	88,700			5,111	31,230		2,865	7,848	2,443	1,188	8,249	1,150		
Leavenworth		21.2	.0130	7.1		30,657	.0122	1,446	4,318	25,503	.0180	1	6,440	1,710	973	7,532	992	.0132	10

KANSAS - (Continued)

The "SM" symbols mark original, exclu-

In the Missouri and Kansas Farm Market ...

More Farmers With More Money

On this we agree . . . you sell more product in areas where exist a greater number of prospects with money to buy.

Department of Agriculture figures show 59 Missouri counties and 47 Kansas counties each produced \$10 million or more in 1952 farm income. (These are the areas sales managers dream about).

Weekly Star Farmer has 31% more farm family coverage than any other farm paper . . . in these highest income counties. In all of Missouri and Kansas, Weekly Star Farmer has 43% more (98,242 more) farm subscribers . . . than any other farm paper.

It's a sales and advertising manager's dream come true . . . you're sure to reach more farmers . . . and more of the BEST farmers . . . with the Weekly Star Farmer.

Why Settle For Less?

Weekly Star Farmer



Kansas City 1729 Grand Ave.

Chicago 202 S. State St.

New York 21 E. 40th St.

JUST ONE!

When one station delivers so much for so little, all you need is PROOF. KANS has a good many success stories—some are exclusive KANS buyers-with terrific testimony on results. You need this great Wichita Market, and you can do a great job with KANS.

KANS

KANSAS - (Continued)

JUST ONE! NBC IN WICHITA

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

	Matro-	0		ATION TIMATI	ES	Malla.	TIVE B					0	773	L SALES	1954			SALES ADVER ING CONTR	TIS-
CITIES	politan Area	Total		Fami-	Urban-	Net	*	Per	Per	Dollars	4	Coun-	(lir	FIVE 51	ORE GRO			Buving	Qual
		(thou- eands)	0f U.S.A.	lies (thou- sands)	Population (thou-sands)	Dellars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add 600)	of U.S.A.	Sales Per Fam- ily	Food	General Mdes.	Furn House- Radio	Auto- motive	Drug	Power index	ity in- dex
Lincoln		6.4	.0040	1.0		8,067			4,282	4,416	.0026	2,324	957	281	138	507	117	.0032	80
Linn		9.4	.0058	3.3		9,145	.0036		2,771	5,267	.0031		911	319	181	1,447	164	.0039	87
Logan		24.7	.0025	7.9		5,574		1,327	100000	5,075	.0030		1,023 5,878	1,480	1,236	2,057 5,842	1.034	.0025	100
Emporia		14.8	.0152	4.7		38,092 24,542		-	4,442 5,222	28,688 24,945	.0147	8,001	5,166	1,221	1,173	5,842	996	.0111	
McPherson		24.7		7.0		35,308			4,460	25,465	.0150	3,223	5,153	1,222	1.000	7,078	803	.0146	
McPherson		8.7		2.8		14,924			5,330	15,121	.0090	0,220	2,817	1,013	571	6,070	867	.0057	124
Marion	1 1	10.2		5.1		17,436		1,076		13,322	.0079	2.612	2,852	544	563	3,265	305	.0079	78
Marshall		17.6	.0108	5.9		21,312			3,612	14,091	.0088	2,490	3,383	1,071	447	3,154	453	.0009	82
Meade		8.4	.0034	1.6		10,893	.0043	2,017	6,808	6,656	.0039	4.180	1,170	138	322	1,678	198	.0040	118
Miaml		20.2	.0124	8.1	8.7	21,908	.0088	1,085	3,501	15,074	.0089	2,471	3,806	922	738	3,738	497	.0008	77
Mitchell		9.8	.0061	3.1	4.0	11,022	.0044	1,113	3,558	11,607	.0068		1,937	467	733	4,129	352	.0055	90
Montgomery		48.0	.0295	16.6		68,516			3,947	58,404	.0332		14,452	4,287	3,083	14,433	1,907	.0288	96
Coffeyville		18.1	.0111	6.3		27,063	.0108	1,495	4,296	29,320	.0172		7,260	2,763	1,616	7,288	951	.0128	118

.0071 1,497 4,344 .0041 1,247 4,03

.0027 2,310 7,70

.0062 1,119 3,703

.0033 1 344 3 90

8,930

15,552

23,614

2.5 .9 4.2 6.8

3.6

.0050

.0086

3.0 13.9 20.3

10.2

6.1

O SM, 1955.

Morris.....

Morton.....

1.023

1,669 538

5,413

4,991

.0070

1,473

3,876

219

437

1,412

1,100

217

3,367

2,330

3,030

9,825

21,503

16,878

4.501



WICHITA, KANSAS NEWSPAPERS



4.0%

WICHITA, KANSAS

Represented by O'Mara and Ormsbee

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

%

65.0%

17.5%

KANSAS — (Continued)

	Metro-		POPULA ES 1/1	TION TIMATE	ES	SULTA I	TIVE BI					0		SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Net	% of	Per	Per	Dollars	W at	Coun-	(in	FIVE ST	ORE GRO			Buying	Ouai
		(thau- sands)	u.s.A.	(thou- sands)	Population (thou-sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Saise Per Fam- ily	Feed	General Mdse.	Furn- House- Radio	Auto- mative	Drug	Power	ity in- dex
Omgo		13.0	.0000	4.3		14,714			3,422	7,242	.0043	1,884	1,833	245	282	1,489	185	.0059	74
Osborne		8.3	.0051	2.6		9,848	.0038	1,162	3,711	6,632	.0039	2,551	1,502	222	837	1,725	198	.0040	
Ottawa	100	7.1	.0044	2.8		6,656	.0027	937	2,662	4,575	.0027	1,830	1,079	182	215	1,368	120	.0031	70
Pawnee		11.5	.0071	2.6	4.7	15,458	.0061	1,344	5,320	13,284	.0078	4,581	2,259	1,227	718	2,135	345	.0000	96
Phillips		10.1	.0082	3.4	2.8	12,385			3,834	8,343	.0049	2,454	1,708	414	318	2,291	157	.0052	
Pottawatemie		11.9	.0073	3.6		13,800	.0055	1,160	3,833	9,905	.0038	2,751	1,849	100	522	3,792	288	.0000	82
Pratt		12.4	.0078	3.1	7.7	19,988	.0079	1,610	5,119	18,445	.0109	4,729	3,638	1,462	1,124	5,029	511	.0067	114
Pratt		7.7	.0047	2.8	5	12,941	.0052	1,681	5,176	16,903	.0099		3,171	1,318	1,124	4,688	461	.0065	138
Rawlins		5.6	.0035	1.0		6,940	.0028	1,23	4,338	4,372	.0028	2,733	750	100	304	896	127	.0028	80
Rene	198	56.7			35.8	87,349	.0347	1,541	4,722	75,399	.0444	4,078	14,677	9,533	4,278	19,782	2,388	.0377	
△Hutchinson.		35.8	.0220	11.8	8	60,541	.0241	1,691	5,131	64,754	.0381		12,601	9,357	3,817	18,502	2,119	.0279	127
Republic		10.9	.0087	3.7	2.7	12,888	.0052	1,18	3,482	7,023	.0041	1,898	1,592	498	397	1,860	238	.0051	76
Rice	1	15.2			4.5	23,718			4,744	17,319	.0102	3,484	4,163	841	904	4,202	827	.0097	200
Filley		37.0			1 21.4	\$6,653			6,226	30,910		3,397	6,307	2,431	1,709	7,979	1,068	.0213	
Manhattan		14.2	.0067	3.1	8	23,287	.0093	1,646	6,128	27,353	.0161	1	5,567	1,822	1,586	7,453	982	.0112	120
Resks		9.7	.0086	3.0	0	12,181	.0048	1,25	4,063	12,312	.0072	4,104	2,330	503	871	2,880	486	.0067	97
Rush		7.0				9,831			4,469	6,683			1,181	162	478	1,529	187		
Russell		13.7		-		23,641			5,630	20,150			4,530	1,191	1,183	5,280	479	.0001	
Russell		7.1	.0044	2.1	5	14,241	.0057	2,00	5,697	15,133	.008		3,330	1,006	1,038	4,061	410	.0064	145
Saline		39.3		1 12.	7 31.7	63,241	.0251	1,60	4,980	64,721		5,096	10,867						
Salina		30.2				50,693			0 5,173	62,327			9,913			17,500			
Scott		5.1			4 3.5	8,356	.0034	1,57	7 5,970	8,544	.003	4,674					106		
Sedgwick		292.0			0 259.0	507,800			5,290	374,608						86,872			
▲Wiehita		222.	. 1361	0 74.	2	407,118	.1621	1,83	0 5,487	334,931	.197	0	60,662	40,732	20,540	77,073	11,280	.1678	5 122

A and A See end of state for SM Metropolitan County Areas.

O SM, 1955.

Before using these figures, see explanation page 11.

Star attraction of the Midwest!

now offering a CITY ZONE population of

106,972

as recorded paragraph 28, Sept. 30, 1954, ABC report.

Topeka's building surge, highlighted by a 9 million collar Sinte Office Building, a 21 million deliar Veterans Hospital and further expansion of Forbes Air Base, will contribute substantially to Topeka's growing economy, and will further swell the more than 680 million deliar spendable income of Topeka and its trade area.

Topoka Newspaper Printing Co., Inc., Agent for:

TOPEKA DAILY CAPITAL and TOPEKA STATE JOURNAL

Represented by Capper Publications, Inc.-New York, Chicago, Cleveland, Kansus City, San Francisco

PEG	100000	0	POPULA ES 1/1	ATION TIMATE	E8	407A	TIVE BI					SX.		SALES	1954	10.45		SALES ADVER ING CONTR	T18-
COUNTIES	Metro- politan Area	Total	%	Fami-	Urban- ized	Net	%	Por	Por Fam-	Dellars		Coun-	300		ORE GRO			Buying	Oual
	O.F.	(thou- sands)	01 U.S.A.	lies (theu- sands)	Population (thousands)	Deliars (add 000)	% of U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
loward		11.8		3.4		21,274	.0085			23,172		6,815	4,604	1,781	2,394	7,925		.0097	139
Liberal	150	8.6		2.3	104.7	16,474 206,738	,0066	1,910		22,721 141,450	.0134	3,563	4,517	1,781	2,244	7,925 26,938		.0084	158
▲Topeka	100	92.4		31.1	104.7	168,550			5,420	1,356,691	.0798	3,003	27,050	14,305	8,636	26,349		.0689	121
heridan		4.5		1.1		6,284	.0025			3,304		3,004	588	202	178	724		.0024	. 89
horman	2 2	7.4	.0046	2.2	4.8	12,000	.0048	1,630	5,482	9,001	.0053	4,132	1,445	542	849	2,750	218	.0049	107
imith	-	8,7	.0064	2.9	190000	8,835		1,018		5,880	.0035	2,028	1,570	306	386	1,016	188	.0039	72
tafford		6.8	.0054	2.8		10,172	.0041	1,156	3,633	8,423	.0060	3,008	2,189	292	358	2,187	259	.0046	85
Itanton	1000	2.1	.0013	.8		4,929	.0019	2,347	9,856	1,330	.0007	2,080	228	41	84	81	34	.0014	100
tovene		4.5		1.2		8,678		1,926		4,982	.0030	4,152	1,112	395	387	2,181		.0032	119
lumner		26.1	.0161	8.7	8.7	34,177	.0136	1,300	3,928	23,337	.0137	2,682	4,936	1,100	1,370	8,131	784	.0141	88
Thomas	1	7.0	.0047	2.3	3.9	13,973	.0058	1,839	6,075	9,650	.0057	4,190	1,483	421	061	1,780	345	.0854	115
Trego	1	5.8		1.7		7,188		1,230		4,307	.0025	2,534	781	346	148	1,390		.0020	83
Wabaungee	1	7.1	.0044	2.3	****	7,536	.0030	1,061	3,277	4,129	.0024	1,795	1,205	167	168	840	133	.0031	70
Wallaco		2.5	.0015	.7	****	3,693			5,276	2,120	.0013	3,029	343	83	- 88	801		.0018	100
Nashington		12.7		4.1		14,932			3,422	6,880	.0040	1,678	1,165	402	457	1,57		.0055	71
Wichita		2.6	.0016	.7	****	3,496	.0014	1,300	4,994	3,888	.0021	5,126	825	238	79	1,183	25	.0017	106
Wileen		14.0		4.9		15,144			3,001	11,184	.0066	2,276	2,743	413	518	3,410		.0000	76
Woodeen Wyandotte		180.0		2.1	189.5	7,275 281,113			3,307 4,984	4,452 171,256	.0028	2,024	1,078	147 17,295	285 8,474	1,28		.0030	1 2 -
▲Kanens City		129.7				205,080			5,140	188,909	.0923	3,000	41,831	16,970	8,319	45,70		.0845	
Total Above Citie		850.3	.8920	276.0		1,424,094	.5672	1,678	5,100	1,324,403	.7791		271,328	134,379	76,530	346,21	42,586	.6219	119
State Tetal		2.075.1	1.2708	059.4	1152.3	3,075,789	1.2247	1,482	4,064	2,149,427	1.2941	3.280	465,232	172,410	117,335	532.05	66,970	1.2470	98
KANS				-	-	tan Co	-	-	-						102	1.0		4000	
Topoka		121.							5,182	141,450	.0831		30,292	16,370	8,865	26,93		.0001	
Wichita △Hutchinson		292.							5,290 4,722	374,608 75,386	.2203	3,902 4,078	70,271	41,431 9,533	21,115 4,278	86,87 19,78		.0377	
Total of Areas		470.	5 .2883	184.	399.5	800,887	.3181	1,70	5,194	591,405	.3478	3,838	115,240	67,334	34,258	133,50	2 18,631	.3218	111
KANS	AS	- (SM	Inco	me	Breakd	own	of	Cons	sumer	Spen	ding	Unit	S					
	Total	in- came	, Time	NET	INCOM	E GROUPS	, 1984					Total	In- come		NET INC	COME GI	ROUPS, 1	954	
COUNTIES	Can-	ger Con-	\$0-2.45	19 92	500-3,99	84,000-6	888 877	00 & C	huer		INTIES	Con-	per Con-	30-2,491	\$2,500	2 000 8	1,000-6.99	97,000	& Ow
	umor Unita (thous.)	sumer Unit \$	-	8	its com	8 1	g .	its co	6			ourner Units (thous.)	sumer Unit \$	% in Units cor	1 %	%	% in-	-	% In-
Allen	0.1	3,245	44.9 1	8.6 20	.8 29.	18.7 2	9.5 6	.6 21	2.5	Barter		11.5	5,398	21.4 5	3 23.8	14.1 3	7.3 35.1	17.8	45.1
Iola	2.6	3,508	41.6 1	6.0 30	.3 27.	8 20.0 2	0.2 8	.2 27	7.3	Great	Bend	5.9	5,353	20.7 8	2 25.0	14.8 3	7.1 35.0	17.2	44.3
	3.4	3,300		6.7 30					1.2		on		3,150	48.3 20 44.6 17			7.7 28.1 1.0 31.6		24.0
	0.0	9 BAG I																	
Anderson Atchison	8.3	3,541		6.1 26 2.0 28	.4 23.							5.5		40.7 18			0.4 31.0		22.4
										Brown		5.5	3,370 4,087		.3 82.0	30.3 2		6.9	

TOPEKA

KEDD Captures

Quarter-Hour Firsts'!

From A p.m. to sign off KEDD is FIRST in audience profesence for 52.6% of ALL quarter-hour segments compared to ALT/se for Station "B" and 15.6% for Station "C"

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99% CONVERSION*

* ARB JANUARY 1955

NBC WICHITA KANSAS

Channel 1 6

KANSAS — M Income Breakdown of Consumer Spending Units — (Continued)

	Total	In- come	1		ET IN	COME	GROU	PS, 19	54		9 1	Total	In- come		,	NET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	per Con- samer Unit \$	\$8-2 % Units	% In- come	\$2,500 % Units	-3,999 % In- come	\$4,000 Units	-6,999 % In- come	\$7,000 % Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	8	% In- come	\$2,500 % Units	-3,999 % In- come	\$4,000 % Units	-6,999 % In- ceme	\$7,000 % Units	& Over
Chase	1.9	3,377	42.5	16.8	32.0	30.3	19.2	29.1	6.8	23.7	Jackson	3.6	2,984	46.5	20.9	32.7	35.1	16.1	27.7	4.7	16.3
Chautauqua	2.5	2,698	56.8	28.3	25.9	30.7	13.4	23.5	4.9	17.5	Jefferson	4.0	2,998	48.9	21.8	27.8	29.7	18.4	31.5	4.9	17.0
	1		1				1200		10		Jewel	3.1	3,150	47.1	20.1	30.5	31.0	15.1	24.5	7.3	24.4
Cherokee		3,152	46.6	19.8	25.0	25.4	22.9	37.1	5.5	17.6	Johnson	32.4	6,448	20.6	4.3	18.0	8.9	33.7	28.8	27.7	80.0
Chayenne		3,798	42.6	15.1	25.9	21.8	20.5	27.7	11.0	35.4	Kearny	1.2	5,602	21.3	5.1	26.8	15.3	29.9	27.4	22.0	82.2
Clark		4,900	25.3	6.8	35.5	22.8	22.7	23.3	16.5	47.1	Kingman	3.5	2,986	48.8	22.1	31.3	33.7	14.4	25.0	8.5	19.2
Clay		3,459	41.8	16.0	31.1	28.8	18.8	27.9	8.8	27.3	Kiowa	2.0	4,589	29.3	8.6	28.5	19.9	27.4	30.6	14.8	40.9
Cloud		3,431	43.8	17.2	27.6	25.8	21.6	32.2	7.0	24.8	Labette	11.0	3,371	43.9	17.5	26.6	25.3	23.3	35.4	6.2	21.8
Concordia	2.8	3,811	36.9	13.0	28.8	24.2	25.3	34.0	9.0	28.8	Parsons	8.4	3,700	38.1	13.8	25.8	22.3	28.4	39.4	7.7	24.5
Goffey		3,248	46.1	19.1	28.2	27.7	18.2	28.7	7.5	24.5											
Comanche		4,039	33.1	11.0	33.5	26.5	20.0	25.4	13.4	37.1	Lane	1.2	5,253	28.5	7.3	30.0	18.3	23.1	22.5	18.4	51.9
Gowley		3,575	41.7	15.6	25.3	22.6	25.7	37.0	7.8	24.8	Leavenwerth	14.6	3,809	41.4	14.6	24.0	20.2	23.4	31.5	11.2	
Arkansas City.		3,745	37.2	13.3	24.9	21.3	30.1	41.3	7.8	24.1	Leavenworth	7.8	3,919	34.5	11.8	27.7	22.6	27.9	36.5	9.9	29.1
Winfield	4.8	3,484	44.6	17.2	24.8	22.7	23.5	34.6	7.1	25.5	Lincoln	2.4	3,374	42.8	17.1	27.1	25.7	23.7	35.9	6.4	21.3
Grawford		3,316	45.4	18.3	26.5	25.6	22.1	34.3	6.0	21.8	Linn	3.3	2,772	54.8	28.6	24.0	27.8	16.1	29.6	5.1	16.0
Pitteburg	8.9	3,512	42.4	16.2	25.8	23.5	24.9	36.3	6.9	24.0	Logan	1.3	4,157	83.2	10.7	26.5	20.4	28.0	34.5	12.3	34.4
Decatur	2.2	3,973	40.9	13.8	21.7	17.5	23.3	30.0	14.1	38.7	Lyon	9.7	3,600	43.4	15.7	25.6	22.7	24.4	34.7	7.6	26.9
		1			100		100				Emporia	6.3	3,886	39.5	13.7	24.6	20.3	26.4	34.7	9.5	
Dickinson		3,616	36.5	13.5	29.3	25.9	25.4	36.0	8.9	24.6	McPhersen	9.0	3,942	35.8	12.2	27.1	22.0	27.7	36.0	9.4	29.8
Deniphan	3.8	3,110	45.6	19.6	30.3	31.2	17.9	29.6	6.2	19.6	McPherson	3.3	4,564	30.2	8.9	21.7	15.2	34.6	38.9	13.5	77.70
Douglas	19.7	3,046	55.5	24.5	21.0	22.0	17.4	29.3	6.1	24.2	Marien	5.6	3,111	44.8	10.3	31.2	32.1	18.6	30.7	5.4	17.9
Lawrence	11.0	3,086	57.2	25.0	18.8	19.7	17.6	29.4	6.4	25.8	Marehall	5.9	3,583	38.8	14.6	28.6	25.5	23.6	33.7	9.0	26.2
Edwards	2.1	4,131	32.7	10.6	28.1	21.8	28.7	35.6	10.5	32.0	Meade	1.7	6,260	19.8	4.3	26.9	13.8	27.8	22.7	25.5	50.2
Elk	2.3	2,692	57.7	28.8	23.3	27.7	13.7	26.0	5.3	17.5	Miami	6.7	3,271	41.0	16.8	29.8	29.2	23.6	37.0	5.6	17.0
Ellis	6.6	4,266	34.5	10.9	24.9	18.7	30.0	38.0	10.6	34.4	The state of the s	1				1		1		-	
Hays	3.5	4,289	33.9	10.6	24.4	18.2	30.7	36.7	11.0	34.5	Mitchell	3.3	3,386	38.4	15.2	83.0	31.2	21.8	33.1	6.8	20.5
Ellaworth	2.9	4,015	34.1	11.4	27.6	22.0	29.4	37.5	8.9	29.1	Montgomery	18.2	3,604	39.2	14.6	27.0	24.0	26.5	37.6	7.3	23.8
Finney	6.0	6,223	27.3	7.0	26.6	16.3	29.6	29.1	16.5	47.6	Coffeyville	7.2	3,745	35.2	12.6	27.8	23.7	29.1	39.9	7.9	23.8
Garden City	4.0	5,166	28.0	7.3	25.8	16.0	30.2	20.9	16.0	46.8	Independence.	4.8	3,738	38.0	13.7	27.3	23.3	26.5	36.3	8.3	26.7
Ford	7.0	4,792	32.3	9.0	22.0	14.7	30.2	32.3	15.5	44.0	Morria	3.0	3,393	40.1	15.9	28.9	27.3	24.0	36.2	7.0	20.6
Dodge City	4.5	4,707	32.2	9.2	22.9	18.5	30.0	32.7	14.9	42.6	Morton	1.1	6,352	27.5	5.8	31.1	10.6	23.9	19.3	27.5	64.3
Franklin	7.4	3,281	44.5	18.2	29.9	29.2	19.6	30.6	6.0	22.0	Nomaha	4.8	3,260	48.0	19.8	25.1	24.6	18.8	29.6	8.1	26.0
Ottawa	4.1	3,371	44.7	17.8	28.6	27.1	20.3	30.8	6.4	24.3	Neosho	7.1	3,323	43.6	17.6	28.6	27.5	22.1	34.1	5.7	20.8
	171/100	b.e.	1		10.00		1		0.00		Chanute	8.8	3,834	38.0	14.0	28.7	25.2	26.7	87.7	6.6	23.1
Geary	9.3	3,692	37.5	13.6	30.7	26.8	23.5	32.7	8.3	27.1	Ness		4.082	38.1	12.5	25.8	20.3	22.2	27.8	13.9	39.4
Junction City.	8.2	4,154	28.8	9.3	34.0	28.2	26.4	32.6	10.8	31.0	Norton	3.3	2,867	50.0	23.4	30.3	33.8	15.2	27.2	4.5	15.6
Gove	1.2	4,010	35.6	11.9	26.4	21.1	26.2	33.6	11.8	33.4	Osago	4.8	3,061	46.6	20.4	81.0	32.4	16.9	28.3	5.5	18.9
Graham	1.4	3,647	42.2	15.6	25.9	22.8	21.9	30.8	10.0	31.0	Oaberne		3,196	47.8	20.0	28.5	28.6	15.6	25.1	8.1	26.3
Grant	1.6	5,432	17.3	4.3	18.2	10.7	48.9	46.1	15.7	35.0	200.00		1000	130		1000		1000		153	
Gray	1.5	6,027	28.5	6.4	22.9	12.1	24.5	20.8	24.1	60.7	Ottawa	2.5	2,620	00.3	30.9	23.1	28.2	11.8	23.1	4.8	17.8
Greeley	7	3,933	40.8	13.9	27.9	22.7	17.9	23.4	13.4	40.0	Pawnee	3.2	4,838	29.1	8.1	20.0	19.2	25.4	28.9	16.5	45.8
Greenwood		3,743	37.9	13.6	26.2	22.4	25.2	34.4	10.7	29.6	Phillips	3.6	3,425	41.7	16.3	29.1		21.7	33.6	7.5	
Hamilton		5,629	28.0	6.7	31.0	17.8	20.9	19.1	20.1	58.6	Pottawatemie.	4.2	3,298	43.4	17.7	30.6		18.7	29.0	7.3	
Harper		3,584	38.8	14.7	29.0	26.1	23.7	34.1	8.5		Pratt	4.2	4,793	28.6	8.0	24.4		81.4	33.6	15.6	
Harvey		4,000	34.2	11.3	25.2	19.8	30.2	38.0	10.4		Pratt	2.7	4.827	26.6		24.4	1000	33.1	35.1	15.9	
Newton		4,289	29.4	9.2	26.7	19.9	32.4	38.7	11.5		Rawlins	1.8	3,925	38.4	13.1	37.7		20.7	27.0		
Haskell	.7	6,849	15.0	2.8	21.8	10.2	33.0	24.8	30.2	62.1	Rano	20.6	4,237	31.6				29.6	35.8	10.5	
Hodgeman		4,391	37.0	11.3	100 E C / 20 I		28.3	77.75	14.9	41.2	Hutchinson		4,370	-		1		30.8			

O SM, 1955

Before using these figures, see explanation page 11

KANSAS — M Income Breakdown of Consumer Spending Units — (Continued)

	Total	in- come		B	ET IN	COME	GROU	PS, 19	54			Total	in- come	333		NET IN	COME	GROU	P3, 195	54	
COUNTIES	Con- sumer Units (thous.)	Con- sumor Unit	50-1 % Unite	55 in-	\$2,500 Wnits	% In- come	\$4,000 Unite	in- come	\$7,000 % Units	% In-	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$0-2 % Units	in-	82,500 % Units	-3,999 % In- come	\$4,000 % Units	-6,990 % tn- come	\$7,000 % Units	& Over
Republic	4.1	3,113	50.1	21.6	25.4	27.2	10.2	26.6	7.3	24.6	Smith	3.0	2,962	49.3	22.4	26.9	29.1	18.9	32.7	4.9	15.8
flice	5.2	4,532	30.0	8.9	24.2	17.1	33.1	37.3	12.7	36.7	Stafford	2.7	3,773	37.4	13.4	24.9	21.1	26.8	36.6	10.9	29.2
Alley	19.5	2,901	54.9	25.4	23.4	25.8	15.8	26.0	5.9	20.0	Stanton	.8	6,563	24.0	4.9	32.6	15.9	16.1	12.8	27.3	66.6
Manhattan	7.1	3,300	48.5	19.7	23.7	22.0	20.1	31.3	8.7	27.0	Stevens	1.5	5.977	16.3	3.7	26.6	14.2	35.1	30.1	22.0	52.0
	1000	2000	1		1203				1		Sumner	9.3	3.692	37.5	13.6	26.6	23.1	26.5	36.7	9.4	26.6
Rooks	3.2	3,838	34.5	12.1	26.4	22.0	28.4	37.8	10.7	28.0	Thomas	2.8	5.065	27.2	7.2	25.6	18.1	31.0	31.5	16.2	45.2
Rush		4,260	33.2	10.4	23.8	17.9	28.6	34.5	14.4	37.2	Trego	1.7	4,145	34.8	11.3	26.1	20.1	24.3	30.1	14.8	38.5
Russell		5,123	23.9	6.3	23.6	14.7	37.6	37.7	14.9	41.3	Wabauneee	2.6	2,865	50.2	23.5	28.6	31.8	17.6	31.5	3.6	13.1
Russell	2.6	5,536	18.9	4.6	23.4	13.5	41.3	38.3	16.4	43.6	Wallace	.8	4,423	30.1	9.1	29.9	21.7	23.4	27.0	16.6	42.2
Saline	14.4	4,387	30.6	9.4	27.0	19.7	31.5	36.7	10.9	34.2	Washington	4.3	3,293	43.8	17.9	29.6	28.8	19.5	30.3	7.1	23.0
Salina	11.4	4,437	30.2	9.1	26.6	19.2	32.1	17.1	11.1	34.6	Wichita	.7	4.789	42.6	12.0	17.9	12.0	17.0	18.1	22.5	57.9
Scott	1.7	4,801	30.6	8.4	22.2	14.5	31.2	32.8	16.0	44.3	Wilson	5.2	2,940	48.7	22.2	27.8	30.3	19.3	33.6	4.2	13.0
Sedgwick	106.4	4,772	25.7	7.2	25.7	17.2	35.3	30.0	13.3	37.6	Woodson	2.4	3.030	47.0	20.8	30.8	32.5	16.5	28.0	5.7	18.7
Wichita	85.1	4.787	25.6	7.2	25.6	17.1	35.4	37.9	13.4	37.8	Wyandotte	62.3	4,516	25.8	7.7	25.1	17.8	36.9	41.8	12.2	32.7
Seward	3.8	5,549	22.0	6.5	23.4	13.5	34.0	31.4	19.7	49.6	Kansas City	45.7	4.409	26.3	7.8	25.3	18.1	36.3	41.3	12.1	32.7
Liberal	3.0	5,446	23.7	5.8	23.7	13.9	33.5	31.6	19.1	48.7	77			3403	17.	-				-	-
Shawnee	45.4	4,531	27.8	8.3	27.0	19.1	32.7	36.9	12.5	35.7	Total Above	12 9.1	MON	33		1					
Topeks		4.575	27.8	8.2	20.7	18.7	32.7	36.6	12.8	36.5	Cities	327,3	4,351	31.1	9.6	25.8	10.0	31.6	37.2	11.5	34.2
Sheridan	1.3	4,662	33.8	9.7	26.6	18.2	23.4	25.8	16.2	46.3									-	_	
Shorman	7.6	4,653	20.4	8.5	28.2	18.0	30.0	33.1	14.4	40.4	State Total	748.8	4.119	35.3	11.5	26.1	20.3	27.6	34.4	11.0	33.8

KENTUCKY — Counties and Cities — (Other East South Central States: Micsissinal Tennessee.)

Kentucky st	ate map—page 386	Pop.	N	UMBE	R OF O	UTLET	3 10000	Ment dresk	n1 a)(a)	Pop.	N	UMBE	R OF O	OTLET	3
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Ashland	Boyd	32.5	128	13	31	24	13	Louisville	Jefferson	405.2	1,127	141	188	119	180
Bowling Green	Warren	22.1	77	12	18	24	11	Madisonville	Hopkins	11.9	56	6	9	19	
Corbin	Whitley	10.7	4.3	10	7	12	6	Mayfield	Graves	13.1	57	9	8	18	
Covington	Kenton	66.5	259	20	29	26	37	Maysville	Mason	9.2	37	7	9	15	
Danville	Boyle	9.5	23	6	7	13	5	Middlesborough	Bell	14.4	78	9	12	9	
Elizabethtown		8.3	12	4	9	12	4	Newport	Campbell	31.7	128	12	18	25	1
Fort Thomas.	Campbell	12.7	20	1	4	*	4	Owensboro	Daviess	40.3	152	12	26	34	1
Frankfort	Franklin	9.3	36	8	10	8	6	Paducah	McCracken	50.3	156	8	20	31	2
Glasgow	Barren	7.5	35	13	9	13	5	Paris	. Bourbon	7.9	24	4	11	8	
Harlan	Harlan	4.7	23	11	5	14	6	Pikeville	Pike	5.7	30	6	14	10	
Hazard	Perry	6.8	36	. 8	13	10	4	Richmond	Madison	11.6	36	6	13	13	
Henderson	Henderson	18.8	62	7	15	13	10	Somerset	Pulaski	7.6	23	7	8	10	
Hopkinsville.	Christian	15.0	59	11	11	17	9	Winchester	Clark	9.4	50	7	11	16	
Lexington	Favette	56.0	199	12	20	25	74								

	Metro-	•	POPUL ES 1/	ATION STIMAT 1/86	ES	ACUTA.	TIVE B	E				•	773	L SALES	-1954			ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Net	95	Per	Per	Deliars	ez.	Coun-	(h	FIVE ST	ORE GRO			Buying	Qual-
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou-sands)	Dollars (add 800)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Fer Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Adair		16.5		4.2	1	10,077	.0040		2,300	5,639		1,343	1,108	1,168	374	1,054	238	.0000	
Anderson		13.5	1	2.8		9,416 8,507	.0038		2,354 3,403	6,634 6,984		1,650 2,786	1,600	902 709	335 263	1,585 1,583	203 72	.0047	
Ballard		13.2	.0081	4.2		10,170	.0040	770	2,421	4,929	.0029	1.174	1,600	533	125	820	121	.0045	56

C SM, 1955.

Before using these figures, see explanation page 11

a single PUBLISHED EVENING (Except Sat. WOM

newspaper PUBLISHED EVENING and Sunday
The Owensboro MESSENGER and INQUIRER, formerly morning and evening newspapers sold in
combination, is now a single newspaper published Monday through Friday evening and Sunday.
Beginning Dec. 6, 1954, weekday publication has been in three editions; noon, 3 p. m. and near midnight.

UNCHANGED advertising rate — Evening 11c flat; Sunday, 11c flat. Circulation more than 23,000.

CIRCULATION, before and after unification, follows:
Last Inquirer week ending Dec. 3, 1954
Lost Messenger week ending Dec. 4, 1954
Combined Total
Sunday, Dec. 5, 1954
Week ending March 18, 1955
Sunday, March 20, 1955

COVERAGE households* circulation** % coverage 97% City Zone Daviess County 13,400 13.013 17,080 16,503 5-Co. Trade Area 24,155 68% 35.590

*1955 Consumer Markets estimates

THE OWENSBORO INQUIRER, 1884 OWENSBORO PUBLISHING COMPANY, INCORPORATED, OWENSBORO, KY.

LEXINGTON, KY.



World's largest horse-sales center.

World's largest loose-leaf tobacco market.

Manufacturing center for nationally distributed products. Kentucky's largest educational center.

Richest livestock and general farming region in South.

Second largest retail and wholesale center in Kentucky.

Site of government hospitals and offices with multimillion dollar payrolls.

LEXINGTON HERALD-LEADER

Lexington Herald (Morning)

Sunday Herald-Leader

Lexington Leader

SALES AND

Represented by KATZ AGENCY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

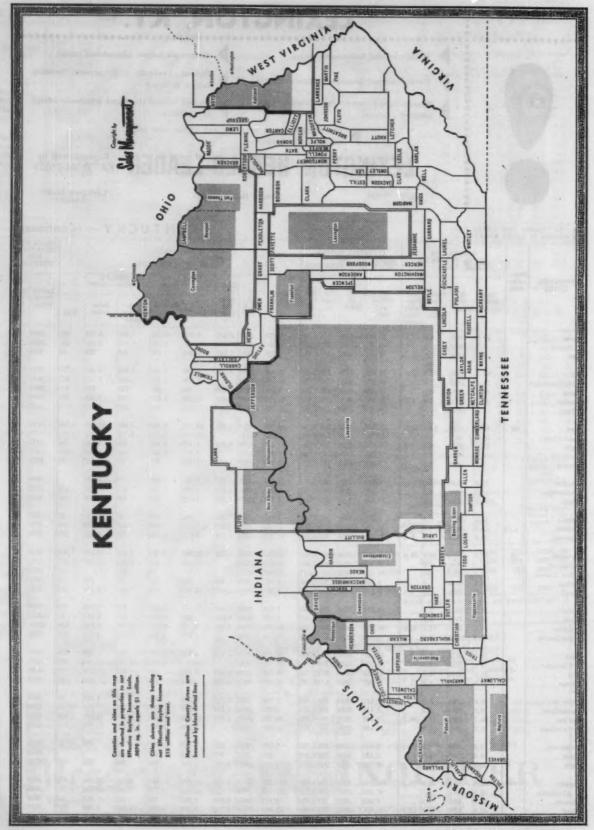
KENTUCKY - (Continued)

COUNTIES	Metro-	-	POPULA ES 1/1	TION TIMATE 1/58	S	AUTA I	NCOM	STIMATES-1954										ADVERTIS- ING CONTROLS	
	politan Area	Total	% of	Fami-	Urban- ized	Net	% of	Per	Per	Dollars	% of	Coun- ty Sales	(ir		ORE GRO				Qual
		(thou- sands)	U.S.A.	(thou- sands)	Population (thousands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam-	(add 000)	U.S.A.	Sales Per Fum- ily	Food	General Midse.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Barren		29.8		8.6	7.5	27,162	.0108	911	3,158	21,756	.0128	2,530	4,527	3,068	1,492	5,068	782	.0120	76
Glasgow		7.5		2.5		10,181			4,072	16,501	.0097		2,827	2,307	1,075	3,890	586	.0059	
Oath		. 9.7	.0000	2.6	****	6,897	.0028	711	2,653	2,707	.0016	1,041	1,038	137	109	239	59	.0030	50
Bell		44.6	.0274	10.4	17.5	34,007	.0135	782	3,270	32,940	.0194	3,167	8,190	4,831	1,848	4,804	750	.0181	68
Middlesborough		14.4		3.8		14,207	.0057		3,739	19,786	.0116		3,906	2,599	1,368	4,156	392	.0081	91
Beone		14.8	.0091	4.2	****	16,178	.0065	1,093	3,852	6,380	.0037	1,514	1,744	521	222	647	114	.0062	68
Bourbon		17.7	.0109	5.1	7.9	21,245		1,200		14,754	.0087	2,893	4,108	1,027	747	2,265	394	,0090	83
Paris		7.9	.0049	2.5		12,590	.0080	1,594	5,036	12,700	.0075		3,270	966	697	2,019	318	.0057	116
Boyd	65	52.0	.0320	14.3	41.6	72.217	.0288	1.229	5.050	46,640	.0274	3,262	13,312	5,955	2,903	10,454	1,522	.0290	91
▲ Ashland	-	32.5		9.4		51,639			5,494	41.732	.0245		10,346	5,798	2,799	10,454	1.364	.0217	
Boyle		21.3		5.5	9.5	22,504			4,092	22,221	.0131		4,682	3,001	955	5,032	790	,0110	
Danville		9.5		3.3		13,343			4,043	18,561	.0109		3,872	2,844	742	4,361	560	.0071	-
Bracken		7.9	1	2.8		7,207	.0029		2,883	4,208		1,683	1,190	311	131	217	78	.0032	
Brenthitt		19.5	.0120	2.0		9.013	.0036	APE	2,311	9 704	0000	020	1 400	338	219	562		.0048	40
Breckinridge		14.4		1 2 2 2		11,163	.0036		2,791	3,704			1,428	-	319	889	215	.0039	
Bullitt		11.8	1	1		11,640		1	3.527	5,256 4,243			1,415		169	530	70	.0038	
												1,000	.,	-					
Butler		10.2		1		6,242			2,497	2,019	.0011	808	748	148	80	102.	63	.0028	
Caldwell		13.0			1	13,126	2000	1.000	3,282	8,244		2.061	2,372	607	380	1,049	258	.0057	1
Calloway		20.5	.0126	6.1	6.2	19,732	.0779	963	3,238	14,227	.0084	2,322	3,511	1,345	756	2,800	372	.0000	71
Campheli	20	80.2	.0494	24.9	68.6	121,694	.0484	1.517	4.887	58,961	.0346	2,368	22.087	2,294	2,429	10,031	2,419	.0444	90
Newport		31.7				48,000			4.800	41.030		1	13.288		2,019	9,298		.0207	
Fort Thomas		12.7	.0078	3.7		24,518	.0098	1,931	6,626	5,045	.0024		2,824	22	124		347	.0072	92
Carlisis		6.3	.0039	1.9		4,659	.0019	740	2,452	2,751	.0016	1,448	880	157	55	603	82	.0022	56
Carroll		7.9	.0048	2.4	3.1	8,553	.0034	1,083	3,564	8,657	.0051	3,607	2,053	411	237	3,112	291	.0042	88
Carter		21.3	.0131	5.1		14,524	.0058	ces	2.848	7,110	.0042	1,384	2,191	1.003	377	1,723	179	.0088	52
Casey		16.5	1			9,421	.0037		2,416	4,157			950		283	1,064	2.7	,0046	
Christian		44.1	1 3 3 5 5 5 5 5	11.1		49,934		1	4,499	35,432		1	7,212		1,947	6,733	624	.0216	1 1 2 2 2
Hopkinsville		15.0				18,757			5,684	27,758			4,911	3,294	1,893	4,963		100000	1
											11/1/2					-			-
Clark	1	19.2	200770	2000		22,340			3,989	18,114			4,421	1,321	754	2.795		.0101	
Winchester		9.4		3.0	1	12,503 10,943			4,168	17.373			4,032		754 543	2,795		.0067	
Clay		10.3				5,941	.0024		2,545	4,534 2,847	10000	1	1,130		195	1,549			
						-		15							711				110
Crittenden		10.2	37.375	1		7,443			2,461	5,149		1,716	1,671	469	76	1,322		.0036	
Cumberland		8.8				5,158			2,241	3,025			834	-	61	853		.0026	
Daviess		60.7	20000	1 200		77,959			4,559	56,363		7	12,545		2,625	13,175		.0336	
Owenshorn		40.3	.0248	11.9		59,156	.0236	1,408	8 4,971	49,566	.0292	2	9,378	4,699	2,439	12,877	1,308	.0288	103
Edmonson		8.8	.0055	2.2		5.037	.6010	572	2,290	1,870	.0011	850	586	296	65	478	82	.0024	44
Elliott		6.6	.0040			3,540			2,529	618			376		45			.0016	
Estill		13.9	.0086	3.4	3.2	10,467			3,076	4,603			1,631		280	599	186	.0046	53
Fayette	78	107.0	.0662	30.9	81.7	162,612	200.40	T 800	5,243	137.034	.080	4,435	27,299	16,851	6,891	20,380	5,473	.0697	105
▲Lexington	0.5	56.9				87,076			05,214	127,103			23,557		6,833	20,380			
Fleming		10.5	-	1		7,862	1		1 2,457	5,209			1,803		333	827		.0039	1
Floyd		48.8	~~~		1	1000000		1	3,334			2,146					1		1
		3 Ages	1 10000		1 227		100,40	1 10	1101000	42,000		at 2 140	u, des	4,710	2,107	0,200	200	1 1000	-

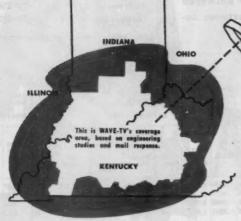
A and A See end of state for SM Metropolitan County Areas.

O SM. 1955.

Before using these figures, see explanation page 11.







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KENTUCKY - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metro	POPULATION ESTIMATES 1/1/85 EFFECTIVE BUYING INCOME ESTIMATES—1984								RETAIL SALES ESTIMATES—1954									SALES AND ADVERTIS- ING CONTROLS	
	politan Area	Total	ØZ.	Fami-	Urban-	Not		Per	Per	Dollars	or .	Goun-	(in		Buying	Qual				
		(thou- sands)	of U.S.A.	lies (thou- sands)	Population (thou-sands)	Dollars (add 090)	of U.S.A.		Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- Hy	Food	General Mdse.	Furn House- Radio	Autn- motive	Drug	Power Index	ity In- dex	
Franklin		28.2	.0161	7.8		37,721	.0150			22,544	.0132	2,800	5,651	1,459	1,241	3,831	789	.0147	91	
Frankfort		19.3	.0119	6.1		30,733	.0122			18,803	.0111		4,332	1,401	1,241	2,840	789	.0118		
Fulton		13.0	.0000	3.8	1	12,648	.0350		3,328	14,336	.0085		3,756	776	882	2,576	396	.0088		
Gallatin		4.0	.0025	1.2	****	3,786	.0016	947	3,157	1,940	.0011	1,017	651	81	36	441	56	.0017	66	
Garrard		10.4	.0064	2.9		10,108	.0040	972	3,485	5,199	.0031	1,793	1,211	776	383	961	- 06	.0042	88	
Grant		9.2	.0056	2.8		7,636	.0030		2,727	5,740	.0033		1,711	327	80	1.701	174	.0036		
Graves		35.6	.0219		14.1	36,924	.0147			23,397	.0138		5,632	3,568	1,193	5,241	611	.0159		
Mayfield		13.1	.0061	4.1	1	17,972	.0072	1,372	4,383	19,178	.0113		3,656	2,728	1,193	4,965	493	.0086		
										1 12 M		100	70 1 3	1100	oring		May 1	DITE.	1	
Grayeon		16.8		4.6		10,879	.0044		2,385	6,250	.0037		1,178	1,708	126	397	188	.0053		
Green		11.1	.0089	3.1		7,761	.0030		2,352	4,671	.0027		1,003	614	84	1,150	68	.0037		
Greenup		24.4	.0160	6.1	3.7	23,901	.0006	980	3,918	7,437	.0044	1,219	3,627	558	544	791	200	.0091	61	
Hancock		5.4	.0033	1.6		3,878	.0015	711	2,424	1,965	.0012	1.228	501	145	55	582	59	.0018	55	
Hardin		62.0		11.4		87,022			7.634	26,095			7,241	1,810	1,200	8,451	478	,0296		
Elizabethtown.		8.3		2.5		11,760			4.704	15,477	.0001		2,805	1.135	982	6.048	289	.0061	1	
Harlan		67.8			19.6	85,195			4,100	42,860			12.045	9,580	2,047	9,916	1,025	.0288		
Harlan		4.7				9,093			7,878	19,249			3,975	2,123	854	8,992	521	.0058		
						1 1 1 1 1					130		N. Land	N. A. G.	1.00					
Harrison		13.1		4.1		13,652			3,330	10,330			2,618	742	581	1,883	285	.0062		
Hart		14.3				10,037			2,443	7,789		1	1,487	958	215	1,338	245	.0052		
Henderson		33.1 18.8			2000	37,988 24,122	1000000	13.000	3,799	27,151			7,030 5,775	1,412	1,088	5,025 4,356	776 691	.0164	-	
Zlemermon		10.0	.0110	0.1		64,124	.0000	2,400	0,86.9	22,029	.0102		5,775	1,211	1,000	9,330	001	.0111	80	
Henry		11.3	.0089	3.4		10,267	.0041	909	3,020	8,232	.0037	7 1.833	1,481	919	299	825	209	.0045	5 68	
Hickman		7.2	.0044	2.5	2	5,569	.0022		2,531	2,854	.0017	1.297	1,100	251	63	316		.0025	5 57	
Hopkins		38.4	.0237	11.4	1 13.9	42,699	.0170	1,112	3,748	30,951	.0182	2 2,715	7,554	3,671	1,290	8,162	711	.0187	7 71	
Madisonville		11.9	.0073	3.	9	16,754	.0067	1,406	4,296	19,806	.0116	8	3,919	1,956	1,170	6,848	437	.0083	3 114	
		10.1	0074			6,379	.0025	891	2.200	0.100	0011	747		400		441	63	000		
Jackson		12.1		1	7 466.8	910,604			5,702	2,165 594,948			816	469	31,480	125,170			-1	
Jefferson ▲Louisville		405.2				715,424			5 . 845	549.378			141,572			106,739				
Jessamine		12.5	10000			13,818			3.838	6.475		1	2,036		1	1.313			-	
					1	171.07	(0)	1	100		1	0.00		(10 gr)	Reell			1	1	
Johnson		23.0			6 4.2	15,023		1	2,683			1 2,163	3.127	1,533	1.074	2,990			-	
Kenton		113.1				185,409			5,238	98,231			32,794	7,971		13,684				
Covington		66.				106,656			1 5,103	79,416			26.5%	7,619						
Knott		18.1	.0110	3.	7	9,064	.0037	48	2,450	3,083	.001	9 833	1,045	1,107	195	331	61	.004	8 4	
Knex		28.	3 .0174	6.	8 4.2	17,777	.0070	62	2,614	7,31	.004	3 1,076	2,417	1,000	421	1,580	67	.008	2 4	
Larue		10.	2 .006	3 2.	7	8,820	.003	86	5 3,267	5,910	.003	4 2,189	836	558	360	1,484	61	.004	1 6	
Laurel		24.		-		16,033			4 2,628				3,463						-	
		1			-								- 13.			-				
Lawrence		13.		_		8,301			4 2,515										_	
Losio		7.			.1	9,00			8 2,556 4 2,900	1,54			1,877	1	-					
	1	1	1	1		-,00	1	1	-,-	1	.001		1,00	1	1	-	1	1	1	
Letcher		36.	-	-	.2 6.6				5 3,210		-	3 2,330			-		1			
Lowis		12.			.0	8,86			9 2,95			12 10 10 10 10 10 10 10 10 10 10 10 10 10				1		-		
Lincoln		17.	.010	4	.6	12,66	7 .905	0 72	0 2.75	7,40	1 .004	1,000	1,55	96	1 282	1,69	15	.003	59 5	

1 Corbin is in Kmax and Whitley Counties. ▲ and △ See and of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11 © SM, 1955.



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visitors a year; radiator, hosiery, radio, and many other plants.

11954 RETAIL SALES \$188,973,000

plants.
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The Paducah Sun-Democrat
Paducah, Ky.

Burke, Kuipers & Mahoney Natl. Representatives

KENTUCKY - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES	Metre	0	POPULA ES 1/1	TION TIMATE	ES	EFFECTIVE BUYING INCOME. ESTIMATES—1964				RETAIL SALES SM ESTIMATES—1884									AND ITIS- POLS
	politan Area	Total		Fami-	Urban- ized	Not		Per	Per	Dollare	«	Coun-	(le	FIVE ST	ORE GRO			Buying	Qual
		(thou- eards)	U.S.A.	tios (thou- sands)	Pepu- lation (thou- sands)	Dellars (add 000)	USA	Cap- lin	Fam- lly	(add 000)	of U.S.A.	Sales Per Fam- lly	Food	General Mdse.	Furn House- Radie	Auto- mative	Drug	Power index	ity in- dex
Livingston		7.9	.0048	2.3		5,130	.0021		2,200	2,448	.0015		930	298	57	200	74	.0025	
Lyss		22.0 5.9	.0135			18,212 3,783	.0064		2,533 2,522	14,853	.0086		3,861 548	1,591	780 47	3,222	412 60	.0005	
McOracken	214	84.0		26.7		111,104		1,323		78,817	.0464	2,982	16,600	9,720	1,626	20,786	3,006	.0484	-
△Paducah		50.3	20000	16.8	1	71,388		1,419		74,390	.0437		13,638	8,642	3,644	20,766	2,872	.0835	
McCreary		16.4	.0101		0.000	9,200			2,556	6,336	.0037		2,597	936	620	1,800	121	.0040	
MoLean		9.9	.0061	2.6	****	7,297	.0029	737	2,808	3,479	.0021	1,243	1,263	208	78	771	121	.0033	54
Madison	100	33.0	. 0203	9.1	14.6	38,240	.0145	1 000	3.982	19,973	0117	2,195	4,804	2,004	1,321	3,788	817	.0149	73
Richmond		11.6		8.3	2000	16,486	200.00	1.421		14,901	.0088		3,474	1.362	849	2,960	626	.0074	1000
Magoffin		12.0	4.600.00			5,806	.0023		2.323	2,003	.0012		778	380	74	235	29	.0030	
Marion		17.2	.0105	4.1	4.7	14,655	.0050	882	3,574	11,670	.0068	2,846	1,939	1,624	548	2,244	75	.0070	67
Marshall		15.3	.0008	4.0		13,701	.0055	805	2,978	6,319	.0038	1,374	1,740	608	261	2,491	121	.0088	61
Martin		10.9				5,338			2,321	2,028	.0012		974	430	151	187	11	.0027	
Mason		18.0	.0110	8.2	9.2	20,165		1,120	3,878	19,543	.0114	3,788	3,996	2,780	869	3,451	741	.0007	80
Mayavillo		9.2	.0087	3.1		12,482	.0050	1,357	4,026	17,841	.0105		3,447	2,414	729	3,236	741	.0068	119
Mende		13.8	.0000	2.1		12,316	.0049	885	4,926	5.483	.0033	2,185	981	557	84	1,511	80	.0051	00
Menifee		4.4	.0027	1.1		2,307	.0010	524	2,007	616	.0003	580	261	120	35	106		.0011	41
Mercer		14.2	.0000	4.5	8.2	12,940	.0051		3,011	10,134	.0000	2,357	2,223	913	875	2,725	413	.0061	1 60
Metcalfe,		9.3	.0057	2.1		6,720	.0023	818	2,288	2,530	.0015	1,012	313	643	70	871	09	.0020	49
Monroe		13.3	.0082	3.4		7,830	.0031	586	2,303	5,484	.0032	1,007	1,329	1,349	83	1,062	121	.0041	50
Montgamery	1	16.4	.0100	3.1	6.7	16,250	.0088	991	4,845	11,604	.0062	3,315	3,221	1,534	637	2,014	301	.0073	73
Morgan		13.0	.0004	3.1		7,704	.0031	500	2,336	2,236	.0013	678	056	177	94	621	33	. 0036	43
Muhlenberg		30.0	1	111111111111111111111111111111111111111		22,156			2,736	17,148	100000		5,868		763	3,200	370	.0112	2 61
Nelgon		20.0	.0121	4.1		18,333	1		3,741	12,884			2,272	111	600	2,152	411	.0081	67
Nicholan		8.6	.0041	2.1		6,368	. 9028	923	3,032	3,258	.0019	1,551	1,001	354	88	695	148	.0027	7 64
Ohio		18.7	.0118	5.1		13,881	.0058	742	2,619	8,720	.0039		2,678		150	943		.0062	
Oldham		11.7	.0072	2.		11,096	.0048	948	4,110	8,352	.0032		1,215	326	00	1,384	77	.0047	7 65
Owan		9.3	.0057	2.1		8,620	.0034	937	3,079	4,101	.0024	1,497	1,000	633	352	777	182	.003	61
Oweley		0.0	.0042	1.1	5	3,386	.0013	496	2,257	439		293	191	47	51	163		.0010	
Pendleton		9.1	.0056	2.1		9,144	.0037	1,010	3,200	3,644	.0021	1,301	1,164	186	202	551	90	.0031	6 65
Parry		49.1	.0200	9.3	8.8	31,318	.0124	740	3,404	25,729	.0152	2,797	6,147	6,463	1,345	5,589	403	.018	61
Hauard		6.1				9,451			5,908	15,216			2,698		1,165	4,299			
Pike		70.0			5.7	81,777			3,471	39,878	.0234		11,003		3,307	7,205		.0291	
Pikeville		8.3				9,642			6,428	18,318			3,416		2,174	5,375			
Powell	1	6,1	.004	1.1		4,011	.0016	500	2,507	1,684	.0010	1,053	217	680	43	134		.0019	9 48
Pulneki		87.1	.022	9.1	7.8	27,000	.0101	72	2,781	19,800	.0117	2,021	4,983		1,346	3,900	520	.813	
Somerest		7.0	.0047	7 2.	3	9,200	.0037		4,001	14,223	.0084		2,942	1,434	1,305				
Robertson		2.1	4 40000	4		2,600	200000		3,250	744	2000		243		VIII-02	87			-
Rocksoutie	1	13.3	.008	3.	3	8,271	.0032	598	2,507	3,951	.0021	1,197	1,400	419	113	202	91	.004	0 47
Rowan		13.0	,000	3.	1 3.2	10,131	.0041	771	3,200	8,947	.0031	1,918	1,387	441	874	0.00		4040	
Annual		13.0	.000	3.	3	7,37	.002	587	2,234	3,581	.0621	1,081	1,078	417	81	807	87	.003	7 40

A and A See end of state for SM Metropolitan County Areas.

C SM, 1955.

Before using these figures, see explanation page 11.

Milita	Motro	O	POPULA ES 1/1	TIMATE	28	Maria I	TIVE BI NCOME ESTIMA		- 1			Œ	773	SALES IMATES	1954			ADVER ING	TIS-
COUNTIES	politan Area	Total	% of	Fami-	Urban- ized	Net	%	Per	Per	Dellars		Coun-	(le	FIVE ST	ORE GRO			Baying	Qual
		(thou- sands)	U.S.A.	iles (thou- sands)	Population (thousands)	Deliare (add 000)	U.S.A.	Gap- ita	Fam- liy	(add 600)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	in- dex
Scott		15.8	.0098	4.5	8.9	17,326	.0009	1,007	3,850	10,293	.0061	2,287	3,236	577	281	1,908	281	.0072	73
Shelby	1	17.7	.0108	8.1	4.8	19,427	.0078	1.008	3,809	14,174	.0083	2,779	3,185	1,693	448	3,663	411	.0088	80
Simonon		11.5		3.4		10,054	.0040		2.957	10,394	.0061		2,199	803	539	2,670	418	.0082	71
Spencer		6.7	.0035	1.6		5,277	.0021		3,518	3,445		2,287	042	377	105	833	33	.0024	
Taylor		15.1	.0093	4.1	3.7	12,334	.0048	817	3,000	10,114	.0080	2,487	1,986	1,408	1,035	1,898	74	.0081	-
redd		12.3	.0076	3.5		9,216	.0036	748	2,633	5,577	.0033	1,893	1,637	434	248	541	241	.0043	57
Trigg		8.8	.0054	2.2		6,226	.0025	706	2,830	4,072	.0024	1,851	890	689	244	798	84	.0030	-
Trimbie		5.1	.0031	1.8		4,000	.0019		3,111	1,184		790	366	75	-	127	- 4	.0018	1
Union	1	16.1	.0003	4.2		15,550			1,702	13,279	.0078		3,033	927	932		498	.0073	
Warren	-	41,9			22.1	43,886			3,511	38,576			7,381	4,315			1,423	.0207	-
Bowling Green		22.1	.0136	7.0		28,560	.0114	1,292	4,080	33,849	.0190		5,812	3,916	1,963	7,374	1,281	.0144	10
Washington		12.6	.0077	3.2		9,301	.0037	744	2,907	6,414	.0037	2,004	1,120	1,061	220	1,487	- 04	.0048	8
Wayne		16.3	.0100	3.9	3.0	9,270	.0037	565	2,377	5,225	.0031	1,340	1,752	313	107	1,100	71	.0048	4
Webster	-	14.7	.0091	4.7	3.8	12,007	.0051	861	2,000	8,151	.0048	1,734	2,179	811	202	1,234	186	,0008	
Whittey		29.6	.0182	7.4	9.0	22,336	.0086	75	3,019	18,233	.0167	2,484	5,867	2,148	848	4,293	541	.0113	6
1Corbin		10.7	.0066	3.1	1	12,250	.0049	1,14	3,952	12,162	.0072		2,977	1,223	743	3,139	443	.0066	
Wolfe		8.7	.0041	1.1		3,656		54	2,437	1,104			255		46	142		.0017	
Woodford		11.4	.0070	3.1	2.8	13,210	.005	1,18	4,003	6,826	.0040	2,068	1,960	677	265	781	300	,0061	7
Total Above Citie	18	900.6	.8897	275.1	8	1,453,947	.579	1,50	8 5,277	1,320,893	.776		302,335	149,197	74,018	280,991	50,534	.6347	111
State Total		3,021.4	1.8586	823.0	1211.8	3,333,730	1.327	1,10	4,048	2,140,171	1.2587	2,599	544,031	253,296	109,425	420,401	70,400	1.4131	7

1 Corbin is in Knex and Whitley Counties.

€ SM. 1955.

Before using these figures, see explanation page 11.

Speaking of Packaging: The COMPETITIVE EDGE

Packaging today is a sales function. It's a technological problem only in the sense that designers and engineers are instructed to build a format that will add more sell to the product.

They get their perspective from the sales executive . . . the management man who receives the suggestions, criticism, gripes that pour in over the far-flung distribution "telegraph" . . . from customers, retailers, wholesalers, salesmen.

In his thoroughly informed mind, customer reaction and company interests merge into plans for product improvement. That's where most packaging changes start.

But packaging changes aren't on a timetable. In your prospect companies they're likely to be proposed at any time . . . suddenly . . . in the secrecy of management conferences. That's why your company should be always in the sales executive's mind . . . as a possible nominee The INSIDE TRACK to Management for companies selling such products and services as:

TRAVEL and COMMUNICATION
PACKAGING MATERIALS
AND PRODUCTS
PLANT and BRANCH LOCATIONS
INSTITUTIONAL and
PUBLIC RELATIONS OBJECTIVES
AUDIO-VISUAL SALES AIDS
BUSINESS GIFTS

for the job . . . when a packaging change is first proposed.

OFFICE EQUIPMENT and SYSTEMS

SALES MANAGEMENT—the sales executives' magazine—offers you an exclusive ap-

proach to the sales executives in companies likely to be making packaging news. With 61% of them a packaging change is now in process.*

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*A recent SM Survey

Sales Management

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Santa Barbara, Calif.

The sale	Metre-		POPULA ES 1/1		3	A 277	TIVE BI		-			0	777	SALES	1954		SA.	SALES ADVER ING CONTR	TIS-
AREAS	politan Area	Total	%	Fami-	Urban- ized	Not	%	Per	Por	Deliare		Coun-	(le	FIVE ST			Buying	Qual-	
Huntington-		(thou- sands)	U.S.A.	(thou- sands)	Population (thou- sands)	Dollars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Huntington- Ashland Lexington, Louisville	78 84	255.0 107.6 638.8	.0062	70.7 30.9 192.1		332,941 162,012 1,063,375	.0646	1,508	4,709 5,243 5,536	217,624 137,036 678,832	.0806	3,078 4,435 3,534	83,642 27,299 164,443	25,668 16,851 73,948	12,832 6,891 35,390	45,082 29,380 142,280	5,473	.1350 .0697 .4101	105
△Paducah	214	84.0	.0617	28.7	87.0	111,104	.0443	1,323	4,183	78,817	.0464	2,952	16,688	9,720	3,826	20,786	3,006	.0464	90
Total of Areas		1,005.4	.0677	320.4	836.1	1,009,492	.0849	1,538	5,211	1,112,309	.6541	3,472	262,070	128,186	58,639	228,506	43,047	.0821	99

KENTUCKY - Income Breakdown of Consumer Spending Units - (Continued)

	Total	in- come		% in- % in-	GROU	PS, 190	54			Total	in- come			ET IN	COME	GROU	PS, 191	54			
COUNTIES	Con- sumor Units (thous.)	per Con- eumer Unit	95	% In-	%	% In-	\$4,000 Wnits	% In-	\$7,800 % Unite	& Over % In-	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$0-1 % Units	% In- come	\$2,500 % Units	% In-	\$1,000 % Units	-6,999 % In-	\$7,000	%
14.6		-		-	-	-	-		-					-		-			-	Units	
ldair	4.8	2,091					6.6	12.8	1.8	7.2	Greenup	3.4	2,294		41.7	21.6	31.5	8.3	19.4	1.8	7.4
nderson	2.8	3,056					14.9	26.0	4.4	15.2	Hancock	6.7	3,555	36.8	14.5	31.7	29.8	26.0	39.0	5.5	
allard	4.2	2,401	1000		1		8.8	19.6	1.3	5.6	Hardin	1.7	2,288	65.8 58.1	40.4	26.7	38.8	5.4	12.7	2.1	8.1
larron	9.4	2,881	59.5		24.4		11.7	21.8	4.4	21.0	Elisabethtown	3.0	3,980	39.3	13.9	23.7	28.0	14.1	26.6	4.1	
langow	2.8	3,506	47.5		25.3		19.5	29.0	7.7	29.1	Harian	17.8	3,704	32.8	12.4	40.5	38.5	20.8	30.7	9.5	
ath	2.7	2,512	62.6		25.8		8.7	18.4	2.9	12.3	Harlan	1.8	5,016	34.5	9.6	27.9	18.5	24.3	28.0	13.3	
ell	11.4	2,988	81.4		32.8		12.3	22.0	3.5	17.2	Harrison	4.3	3,190	49.1		29.7	31.1	14.4	24.2	6.8	
fiddlesborough		3,373	47.1		31.8		15.5	24.7	5.8	24.3	Hart	4.2	2,388	66.1		23.0	32.4	8.8	19.8	2.1	8.
leone	4.6	3,523	39.5		31.0		23.6	35.9	5.9	19.1	***************************************		2,500	00.1		40.0	02.7	0.0	10.0	2.1	
leurbon	5.8	3,683	44.7		28.8		18.5	26.9	8.3	30.2	Honderson	10.6	3,600	41.0	16.0	30.5	28.3	21.5	31.9	7.0	23.
Paris	3.3	3,838	42.3		28.6		20.0	27.9	0.1	31.8	Henderson	6.5	3,722	38.7		31.1	27.9	22.5	32.3	7.7	
loyd	15.9	4,548	29.5		25.7		34.2	40.1	10.6		Henry	3.6	2,839	53.7		27.9	32.8	14.4	27.1	4.0	
Ushland	10.7	4,840	27.8		24.7		35.5	39.2	12.3		Hickman	2.2	2,483	62.3		24.8	33.4	10.2	22.0	2.7	
			1		1		1				Hopkins	12.2	3,501	46.3		25.9	24.7	20.5	31.4	7.3	
Boyle	6.4	3,496	47.2	18.9	25.9	24.7	19.5	29.9	7.4	26.5	Madisonville	4.3	3,937	41.7		25.5	21.6	22.0	29.9	10.8	
Danville	3.5	3,781	43.4	16.1	24.3	21.4	23.3	33.0	9.0	29.5	Jackson	3.3	1,944	78.3		17.4	29.8	3.5	9.8	.8	
Bracken:	2.5	2,835	50.1	24.8	33.0	38.9	14.3	26.9	2.6	9.4	Jefferson	184.1	4,946	27.5	7.8	26.3	17.7	31.7	34.4	14.5	
Breathitt	4.5	1,982	79.0	55.9	15.4	25.9	4.0	10.9	1.6	7.3	Louisville	147.8	4,840	28.2	8.2	26.7	18.4	31.3	34.6	13.8	38.
Breckenridge	4.4	2,522	62.8	34.9	22.7	30.0	11.8	24.4	- 3.0	10.7	Jessamine	4.7	2,912	55.2	26.6	26.8	30.7	13.2	24.2	4.8	18.
Bullitt	3.6	3,248	45.6	19.4	29.	30.3	20.7	34.1	4.8	16.2	Johnson	5.6	2,666	59.8	31.4	24.9	31.2	12.1	24.3	3.2	
Butler	3.2	1,976	78.5	55.9	15.4	26.1	4.6	12.3	1.2	5.7	Kenten	38.3	4,844	24.3	7.0	27.5	18.9	35.6	39.4	12.6	34.
Caldwell	4.5	2,908	55.	26.8	26.	30.8	12.7	23.2	5.0	19.2	Covington	23.3	4,581	25.4	7.8	29.0	21.1	34.6	40.4	11.0	30.
Calloway	7.6	2,602	59.	31.9	27.5	34.8	11.3	23.1	2.3	10.2	Knott	4.0	2,263	66.1	40.9	26.6	39.3	5.9	13.9	1.4	8.
Campbell	25.8	4,712	26.	8.0	26.	18.6	35.6	40.4	11.4	33.0										1	
Newport	11.0	4,353	26.	8.7	30.	23.0	34.2	42.0	8.9	26.3	Knex	7.1	2,490	64.2	36.1	21.7	29.2	11.5	24.7	2.6	10.
Fort Thomas	4.2	5,838	28.	8.8	17.	10.0	35.3	32.4	18.9	8.08	Larue	3.3	2,696	57.5	29.9	27.3	33.8	12.4	24.5	2.8	11.
Carlisia	1.0	2,443	61.	35.4	25.	35.3	11.3	24.6	1.3	4.7	Laurel	6.4	2,523	63.7	35.3	22.6	30.0	10.3	21.8	3.4	12.
	100										Lawrence	3.5	2,366	70.1	41.5	15.8	22.4	11.4	25.8	2.7	10.
Carroll		3,215	46.	20.1	34.	1 35.4	13.9	23.2	5.9	21.3	Lee	2.1	2,185	69.9	44.9	23.0	35.1	5.8	14.1	1.3	5.
Carter	8.4	2,698	55.								Leslie	3.5	2,608			28.1	35.9	8.2	16.8	4.0	15.
Casey	4.3	2,197	70.								Letcher	8.9	2,944	48.5	23.1	36.1	41.0	10.8	19.6	4.6	16.
Christian	16.4	3,043									Lewis	3.6	2,489			27.2		10.4	22.4	1.9	
Hopkineville	6.6	3,333									Lincoln		2,513					10.1	21.5	3.2	
Clark	6.3	3,568	45.								Livingston	2.3	2,220	71.7	45.3	20.8	31.3	4.9	11.9	2.6	11.
Winchester	3.6	3,548	0.000													1		1		100	
Clay	4.6	2,386									Logan									3.0	
Clinton	2.7	2,222									Lyon		2,486	62.0	35.0	25.9	34.8	9.7	20.7	2.4	9
Crittenden	3.0		10000								McGracken										
Cumberland	2.5						1		-	7	Paducah		3,819	39.4	14.5	29.6	-				28
Daviess							-				McCreary						-				
Owenshoro	. 14.3	4,144	35.	8 12.	1 29.	5 23.1	25.3	32.7	9.4	31.4	McLean		2,629								
-	1		-								Madison										
Edmonson										7.72	Richmond										
Elliati											Magoffin										
Estill											Marion										7 7
Fayette											Marshall	4.8	2,83	54.	1 28.7	28.4	33.4	13.8	3 28.1	3.7	7 13
Lexington					2 1							1 .									
Floming											Martin										
Floyd											Mason										
Franklin											Maysville										
Frankfort											Meade		9,000								
Fulton											Menifee										
Guitatin	1.3			-	- 1		-		- 1		Mercer										
Garrard	3.5	3,184	27	.3 20.	8 29	.3 30.	18.	30.	2 5.	4 18.2	Metcalfe										
Orant	1 0	0 200									Monroe					2 1000				20	
Grant								-	200		Montgomery.										
Graves					- 4				- 1		Morgan										
Mayfield									-		Muhlenberg.	8.1					-				
Grayeen	1 4.	2.22	. 72	.1 45,	9 18	. b Z/.	7 1 7.	1 17.	2 2.	3 9.6	Nelson	6.	1 3.96	7 1 52.	0 23.	8 27.	/ 30.	s 14.	0 20.	4 5.	8 2

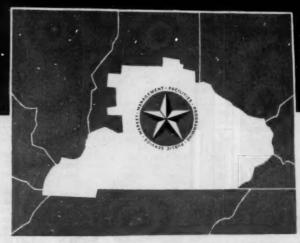
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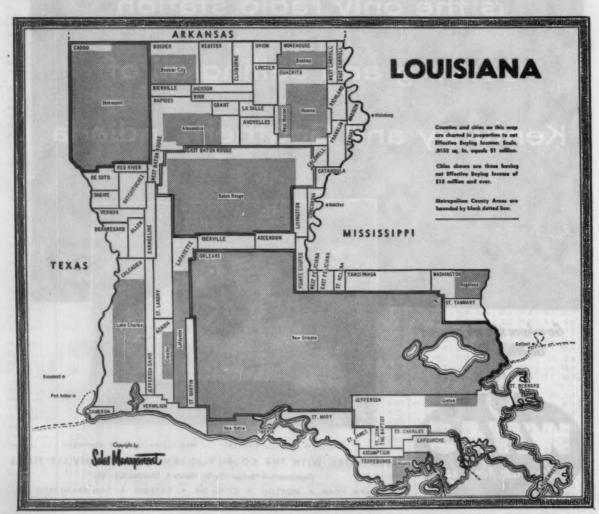
NEW YORK * BOSTON * CHICAGO * DETROIT * SAN FRANCISCO

KENTUCKY — Income Breakdown of Consumer Spending Units — (Continued)

CITIES SI	Total	în-			ET IN	COME	GROU	PS, 19	54			Total	In-		,	NET IN	COME	QROU	P8, 19	и	
CITIES	Con- sumer Units (thous.)	Gen- eumer Unit 8	90-1 % Units	409 % in- come	\$2,500 Wnits	% in- come	\$4,000 % Units	% in-	\$7,000 % Units	& Over % In-	COUNTIES	Con- sumer Units (thous.)	per Con- oumer Unit \$	\$0-2 % Units	% In-	\$2,500 % Units	%	\$4,000 Units	% in- come	\$7,000 With	& Ove
Nicholas	2.3	2,781	58.0	29.5	25.6	31.1	13.3	23.8	4.2	15.6	Spencer	1.8	2,946	56.5	29.9	26.7	30.2	10.2	18.8	8.6	24.3
Ohlo	6.0	2,370	66.6	39.3	21.9	30.9	9.3	20.9	3.8	8.9	Taylor	4.6	2,098	60.0	31.2	34.7	30.5	11.4	22.5	3.9	15.8
Oldham	3.2	3,505	43.3	16.9	81.5	30.0	19.6	29.8	6.7	23.3	Todd	3.7	2,515	68.2	35.3	24.7	32.8	8.8	18.6	3.3	13.3
Owen	2.9	2,983	50.6	24.0	20.3	33.1	16.2	29.4	3.8	13.5			1000			1		13		1000	
Oweley	1.7	,9844	78.4	88.5	16.5	28.4	4.5	12.3	.6	2.8	Trigg	2.6	2,361	70.4	41.8	17.8	25.2	8.2	18.6	3.6	14.4
Pendieten	3.0	3,027	46.7	21.7	83.4	35.7	17.3	30.3	8.7	12.3	Trimbia	1.6	2,829	55.0	26.4	26.6	30.3	13.9	25.3	4.5	10.0
Perry	9.7	3,224	43.7	19.0	37.4	38.8	14.8	24.2	4.8	18.0	Union	4.7	3,324	49.7	20.8	25.0	25.1	17.8	28.7	7.5	
Hasard	2.1	4,478	33.1	10.4	27.5	20.5	28.3	33.8	11.1	35.3	Warren	14.4	3,042	57.3	28.4	23.3	25.8	14.1	24.8	5.8	23.2
Pike	19.1	3,240	44.1	19.1	36.0	37.1	15.5	25.8	4.4	18.2	Bowling Green.	9.3	3,057	56.8	26.1	23.2	25.3	14.7	25.7	5.8	22.9
Pikeville	2.1	4,882	41.1	12.7	23.7	18.7	22.6	26.5	13.6	44.1	Washington	3.4	2,709	56.2	29.1	23.8	35.5	11.0	23.4	3.1	12.0
Powell	1.8	2,282	71.0	43.6	19.7	28.8	6.1	14.4	3.2	13.2	Wayne	4.1	2,246	70.0	43.8	23.0	32.8	8.5	13.2	3.5	10.4
Pulnakl	10.4	2,603	63.5	33.6	23.8	30.6	10.6	21.8	3.1	14.0	Webster	4,8	2,631	03.0	33.1	21.8	27.6	12.2	24.8	4.0	
Somorast	2.8	3,519	44.5	17.7	28.7	27.2	19.3	29.2	7.6	25.9	Whitley	8.1	2,762	58.6	29.7	24.4	29.5	13.9	27.8	3.1	13.8
	1000	100									Corbin		3,417	43.9	18.0	27.2		23.8	37.2	8.1	18.2
Robertson	1.0	2,683	56.4	29.5	30.8	38.3	8.8	10.5	3.0	12.7	Wolfe	1.7	2,107	71.8	48.4	20.0	30.9	6.5	18.0	1.7	8.7
Rockcastie		2,344	67.2		22.7	32.4	7.8	17.8	3.3	9.6	Woodford	3.5	3,766	39.8	14.8	32.3	28.8	19.3	27.4	8.6	29.2
Rowan		2,000	59.3		27.1	34.8	10.9	22.4	3.7	10.8	-	-	-		-	-	-		-		-
Russell		2,178	70.5		31.4	32.7	7.0	17.2	1.1	4.7	Total Above	100				1		1-		1	
Scott		2,961	54.3		36.4	29.0	14.2	25.5	5.3		Cities	333.5	4,350	34.0	11.0	27.3	20.9	27.5	33.6	11.3	34.5
Shelby	5.4	3,611	43.4	18.8	30.0	27.8	19.5	28.9	7.1	26.5				-		-	-		-		
Simpeen	3.8	2,663	61.1	32.3	25.6	32.2	9.0	18.1	4.3	17.4	State Total	941.0	3,540	46.1	18.3	27.0	25.4	19.6	29.6	7.3	20.7

O SM, 1955.

Before using these figures, see explanation page 11



METROPOLITAN SHREVEPORT . . . \$395,000,000 ISOLATED SOUTHERN MARKET, POPULATION: 244,000



CIRCULATION

M & E 132,783 EVENING 51,924 MORNING 80,859 SUNDAY 95,190

(ABC publisher's statement for

Here is a rich, isolated, metropolitan market.

The Shreveport Times and Shreveport Journal offer
the only effective newspaper coverage of this rich, tri-state
market. Ranking 88th in population, Metropolitan
Shreveport is 84th in consumer spendable income and 74th in
consumer spendable income per household. It ranks 88th
in apparel sales, 80th in drug sales and 65th in automobile sales.

Consumer spendable income in Metropolitan Shreveport is 10.6% above the national average and population increased more than 5% during 1954. Shreveport also ranks second in size and first in quality among Louisiana metropolitan markets.

Utilize the Times and Journal to effectively cover this way-above-the-average market — free of overlapping or duplicated circulation from other markets on your media list.

DATA SOURCE: 1955 SRDS CONSUMER MARKETS

NEWSPAPER PRODUCTION COMPANY, AGENT FOR

The Shreveport Times - Shreveport Journal

SCHECK WITH THE BRANHAM MAN

10,1000,					(Other Arkansa:	West	South Cer Oklahoma,	Texas.) LO	UISIAN	A	Cou	ntie	s and	Ci	ties
10.100	er yest pur in	Pop.	N	UMBE	R OF O	UTLET	s			Pop.	N	UMBE	R OF O	UTLEI	
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Alexandria	Rapides	40.1	191	19	19	35	20	Crowley	. Acadia	14.2	69	2	9	11	4
Bastrop	Morehouse	15.9	50	9	3	15	5	Gretna	. Jefferson	16.2	76	11	6	6	5
Baton Rouge	E. Baton Rouge	151.5	326	32	73	64	52	Houma	.Terrebonne	13.4	71	13	18	16	6
Bogalusa	Washington	19.6	93	11	12	22	7	medical leave to	(Continued		- 200	1			
Bossier City.	Bossier	19.7	46	4	4	16	3		(Consistees	on pag	E 330	,,			

A lite was	Metro	_	POPUL/ ES 1/	TION TIMATI	ES	# (VI)	TIVE B					0	772	L SALES	-1984		10 FB	ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	95	Fami-	Urban- ized	Net	*	Per	Per	Deliara		Goun-	(1)	FIVE S'	ORE GRO		0	Buying	Qual
AcadiaCrowley	N.	(thou- eands)	U.S.A.	lies (thou- eands)	Population (thou-sands)	Deliars (add 600)	of U.S.A.	Cap- ita	Fam- lly	(add 000)	U.S.A.	Salse Per Fam- liy	Food	General Mdse.	Furn Hause- Radio	Auto- mative	Drug	Power Index	ity in- dex
	9	48.8		12.8		45,818			8,582	27,979	.0164		4,958	3,709	1,379	8,352		.0200	67
Allen	-	14.2		5.4		16,115 18,450			3,930	13,281	.0078		2,013	309	718	4,415	237 377	.0073	73
Ascension	1	23.2		6.1		19,125			3,135	15,458 14,667	.0001	2,863	3,038	2,185 1,530	885 812	5,000 2,273	367	.0009	
Assumption		17.0	.9104	4.2		10,887	.0043	841	2,598	8,216	.0038	1,480	1,317	1,967	304	880	198	.0063	81
Avoyelles		38.7	.0238	10.5	8.6	29,353	.0117	758	2,796	14,573	.0086	1,388	3,153	1,840	744	3,863	479	.0132	86
Beauregard		19.9	.0123	5.4	6.8	18,096	.0072	900	3,351	11,533	.0088	2,136	3,741	1,168	937	2,643	269	.0081	86
Bienville	100	17.0	.0110			13,449	.0054	781	2,924	7,324	.8043	1,592	2,231	1,313	167	1,332	214	.0062	84
Bossier	135	44.9	100000		20.8	58,795			4,704	26,603	.0156		7,241	1,226	1,103	7,103	486	.0219	
Bossier City		19.7		5.8		26,802			4,631	18,048	.0108		4,121	219	783	6,039	837	0110	
Caddo	135	196.3			155.3	294,467			5,157	221,306	.1302		45,974	22,299	13,255	61,810	7,617	.1219	
▲Shreveport		150.9	.0928	45.2		245,686	.0978	1,628	5,436	202,122	.1189		39,137	19,987	13,207	58,609	7,161	.1031	1111

A and A See end of state for SM Metropolitan County Areas.

© SM. 1955.

Before using these figures, see explanation page 11.

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

Baton Rouge

of grown ascending!

With a 1955 population of 151,500* (25,871 greater than 1950's) Louisiana's Capital City looks to further growth beyond its present position as the 80th city in the United States.

(*Sales Management's Survey, May 10, 1955)

For Complete Market Information write the National Advertising Department

State-Times & Morning Advocate

Morning • Evening • Sunday
Represented by THE JOHN BUDD COMPANY

LOUISIANA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

Pill	Metro	0		TION TIMATI	es.	ACT !	TIVE B NCOMI ESTIMA					0	2///	L SALES	1984			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	æ	Fami-	Urban-	Net		Per	Per	Dellara	og .	Coun-	(la	FIVE ST	ORE GAC			Buying	Ouni
Calcasion 2		(thou- sands)	of U.S.A.	lies (thou- sands)	Population (thousands)	Dellars (add 000)	U.S.A.	Cap- its	Fam- ily	(add 808)	of U.S.A.	Saires Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power index	ity in- dex
Calcaeleu	203	114.5			84.1	177,884		1,884		104,885	.0617	3,237	23,527	11,476	4,615	24,473		.0390	97
△Lake Charles Caldwaff		00.3	1,000,00	13.0		109,112	.0434		8,393	65,796 3,703	.0387	1.371	8,777 784	9,735	2,960	19,044	1,765	0407	110
Common		10.2	.0063	1.3		8,502 6,867		1.048		2,726	.0022		1,228	787	41	1,013	169	.0038	9/
Catahouin,		11.4		2.9		8,228	.0033		2.838	5.030	.0029	were.	1,634	391	67	1,343	200	.0028	
Ciniborns		24.2		6.4	2111	23,281	.0003		3.838	12,325	.0073		3,518	1,089	573	2,830	548	.0098	84
Concordia		14.4	.0000	3.9		11,258	.0044		2,887	5,444	.0032		1,924	252	79	515	150	.0050	54
De Sete		23.3	.0143	6.0	4.3	18,187	.0073	781	3,031	11,044	.0088	1,941	3,081	1,831	258	3,372	516	.0085	59
East Baton Rouge	13	210.0	.1202	88.5	183.1	358,531	.1428	1,707	6,129	176,072	.1030	2,993	34,330	23,561	10,908	37.278	6,585	.1282	99
▲Baton Rouge		151.5	.0932	43.9	10-0	272,170	.1084	1,797	6,200	151,640	.0892		28,083	22,058	10,645	32,494	6,045	.0996	107
East Carroll		15.8	.0097	4.1	4.1	11,705	.0046	741	2,855	7,980	.0047		1,914	1,174	427	1,031	331	.0056	58
East Foliciana		19.8	.0122	3.4	7.2	9,612	.0038	485	2,827	5,220	.0030	1,535	1,621	1,012	170	1,128	103	.0053	43
Evangeline		33.2	.0204	8.9	7.1	25,007	.0100	753	2,810	11,686	.0069	- V	2,542	991	847	2,539	133	.0111	84
Franklin		29.4	.0181	7.3	3.7	21,864	.0006	737	2.968	11.817	.0070	1,619	2,960	1,297	577	1,348	399	.0100	58

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

Louisiana's BIGGEST TV Station HATIONAL REPRESENTATIVE: GEORGE P. HOTTIRETELY CO. 0 1150 KC 0 MAXIMUM On the Air Since 1934 0 0 NBC channel 5000 Watts Day and Night The Only VHF in Baton Rouge's Oldest and Baton Rouge **Most Powerful Radio Station** NBC AFFILIATE Affiliated with the STATE-TIMES, MORNING ADVOCATE

ITEM

Here's why it's best for you to

	concentrate	en	New	Orleans	ď
				619,100	
	households			186,430	М
	spendable income				
ř	per household				
	consumer units \$4,000				
	Inumber & per centi	***		40.7%	
	retail sales			. \$685,589,000	
	food stores			\$142,595,000	
	drug stores			\$26,716,000	
	enting & drinking			\$67,759,000	
	ganeral máse			. \$110,383,000	
	automotive stores			\$93,582,000	
	hide, mat, & howe.				

Colores 1335 Contains Markets

Your advertising dollar goes farther . . . when it stays in New Orleans!

It's only common sense to advertise where the money is—to concentrate on reaching the people with more to spend. In Louisiana this means New Orleans, where spendable income per household is \$1515 above that of the entire state, and where nearly 30% of the state's retail sales are made. You pay for total circulation; make the most of it. Use the ITEM, the paper with the greatest city and retail trade zone—quality—concentration. Evenings 93.56% (104,740) and Sundays 89.48% (101,832) of ITEM circulation stays in New Orleans—where the money is.

New Orleans

Louisiana's Largest Evening Newspaper

National Representatives SAWYER-FERGUSON-WALKER New York, Chicago, Detroit, Atlanta Los Angoles, San Francisco



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

LOUISIANA - (Continued)

Water and		O O	POPULA ES 1/	ATION STIMATI 1/85	ES	A VIII	TIVE B	E		- II		O	777	L SALES	-1954	-AV	Ai	SALES ADVER INC CONTR	TIS-
COUNTIES	Metro- politan Area	Total	% of	Fami-	Urhan- ized	Net	% ef	Por	Per	Dollars	% of	Count-	(i)		TORE GRO		0		Quai-
		(thou- sands)	U.S.A.	(thou- sands)	Popu- iation (thou- sands)	Deliars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 600)	U.S.A.	Sales Per Fam- ily	Feed	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	in- dex
Grant		14.0	.0006	3.6		9,896	.0040	707	2,749	3,600	.0021	1,000	1,253	523	96	500	46	.0044	81
fberia		42.8	.0263	11.2	22.9	44,847	.0179	1,050	4,013	36,710	.0218	3,278	8,061	2,595	2,836	6,613	921	.0207	79
New Iberia		18.0	.0111	5.1		23,278	.0093	1,293	4,564	24,345	.0143		4,089	1,611	3,141	4,989	647	.0112	
Iberville		26.8	.0165	7.3	5.8	22,924	.0091	858	3,140	10,435	.0098	2,251	4,479	2,140	1,188	3,263	382	.0107	65
Jackson		18.2	.0094	3.8	3.1	14,012	.0056	922	3,887	9,451	.0056	2,487	2,001	2,282	393	2,450	212	.0064	68
Jefferson	98	148.7	.0014	41.7	134.1	219,162	.0872	1,474	5,256	105,068	.0618	2,520	30,277	4,564	7,305	13,616	3,652	.0804	86
Gretna		16.2	.0100	4.7		21,817	.0087	1,347	4,642	26,393	.0155		8,783	1,257	2,774	6,314	987	.0110	110
Jefferson Davis		27.8	.0171	7.4	13.5	31,287	.0125	1,125	4,228	22,016	.0129	2,874	4,587	813	930	8,140	393	.0135	78
Jennings		10.8	.0066	3.2		13,208	.0053	1,223	4,128	18,063	.0077		2,358	695	622	4,372	239	.0063	98
Lafayette	-7	88.7	.0404	17.4	39.8	73,992	.0295	1,126	4,252	51,944	.0306	2,985	8,174	8,846	3,311	12,054	1,126	.0320	79
Lafayette	-	39.8	.0245	10.8	1	52,116	.0208	1,309	4,826	41,634	.0245		6,215	5,560	3,168	11,276	987	.0227	93
Lafourche		45.4	.0280	11.2	11.5	43,138	.0171	960	3,882	40,983	.0241	3,659	9,839	4,682	2,213	7,295	926	.0214	76-
Thibodaux	12000	8.6	.0053	2.5		10,999	.0044	1,278	4,396	18,247	.0107		8,575	958	1,252	4,832	509	.0065	123
La Sallo		13.6	.0083	3.8	****	13,221	.0053	972	3,479	8,319	.7049	2,194	2,148	1,270	156	3,000	293	.0058	70:
Lincoln		28.9	.0168	8.8	10.8	29,857	.0119	1,110	4,391	17,024	.0100	2,504	3,113	2,167	1,415	4,918	471	.0123	74
Ruston		10.8	.0066	2.7		16,254	.0065	1,505	6,020	14,457	.6055		2,402	1,669	1,298	4,644	369	.0071	108
Livingston		21.4	.0131	5.6		20,245	.0081	946	3,615	8,691	.0051	1,552	3,381	648	301	2,217	162	.0062	63:
Madison	M	17.2	.0108	4.6	7.8	13,274	.0052	772	2,886	8,729	.0051	1,898	1,983	732	89	2,567	208	.0062	58.
Morehouse		34.9	.0215	9.0	15.9	35,023	.0140	1,004	3,891	18,060	.0107	2,007	4,880	2,364	407	4,108	564	.0145	67
Bastrop		15.9	.0098	4.5	0	20,206	.0080	1,271	4,490	18,540	.0080	1201	2,815	1,676	305	3,849	417	.0084	86
Natchitoches		38.0	.0234	9.6	10.0	27,981	.0111	736	2,915	24,179	.0142	2,519	6,825	4,186	1,087	4,381	916	.0145	62
Orleans	98	619.9	.3813	183 6	619.9	989,835	.3802	1,565	5,282	658,644	.3873	3,587	138,686	107,483	37,365	86,219	27,402	.3856	101

© SM, 1955.

Before using these figures, see explanation page 11

Not a REview . . . but a PREview

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGE-MENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between Surveys, "High-Spot Cities" alerts you to changes in the making . . . each month.

For fabulous Results in a fabulous City

Buy WMRY---New Orleans' only All-Negro Station!

Here's the best way to reach the fast-growing, potent Negro Market in metropolitan New Orleans: BUY WMRY and blanket this city's whopping big Negro listening population of 226,530 persons.

And that's not all. In WMRY's primary and secondary coverage areas, the potential Negro audience alone is well over a half-million (WMRY's coverage: primary, 351,592; secondary, 292,522—a total Negro listening audience of 644,183 in this deep South area).**

*U. S. Census, 1950, projected 12.1% by N. O. Chamber of Commerce. Pulse New Orleans Negro Homes Survey (Nov.-Dec., 1954), again proves WMRY.-best-buy in New Orleans Negro Radio Audiences. In its full broadcasting period of 44 quarter-hours, WMRY leads all New Orleans stations in Negro Homes by 7-to-1.

Mort Silverman, Gen. Mgr.

600KC "THE SEPIA STATION"

WMRY
NEW ORLEANS, LA.

Represented Nationally by Gill-Perna, Inc.

The "SM" symbols mark original, exclu-

LOUISIANA - (Continued)

Monroe.....Ouachita.....

				-							ARREST .	27 -	THE PERSON	HAUER	
(Continued)	rom page 395)	Pop.	N	UMBE	R OF O	UTLET		and a serious man		Pop.	N	UMBEI	or Ot	TLETS	
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
ennings	Jeff Davis	10.8	51	8	8	9	2	New Orleans	.Orleans	619.9	2,417	173	261	150	271
afayette	.Lafayette	39.8	153	9	23	29	11	Opelousas	.St. Landry	13.3	83	- 7	13	11	6
ake Charles	. Calcasieu	60.3	120	13	22	33	12	Ruston	.Lincoln	10.8	30	10	11	17	5
Chadan	W-b-t	44 6	3.6	4.9	12	49		Chrossopost	Cadda	150 0	276	20	24	62	45

Thibodaux.....Lafourche.....

ESTIMATES INCOME ESTIMATES—1984 CZD EST	TIMATES-1954	CONTR	OLS
	FIVE STORE GROUPS in thousands of dollars—add 000)	Buying	Ousi
Total % Familized Pepu Dollars 55 tales under U.S.A. (thouseands) (tho	General Furn Auto- Mdse. House- motive Dr.	Power Index	ity in- dex

and A See and of state for SM Metropolitan County Areas.

C SM, 1955.

Before using these figures, see explanation page 11.

More Famous Firms Are Coming To Greater New Orleans

. . . . Where you get all three essentials for profits . . . markets, transport, resources.

Write

M. B. Walle, Director Greater New Orleans, Inc. New Orleans 16, La. Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

LOUISIANA

OFFERS . . . RAW MATERIALS . MARKETS . TRANSPORTATION .

CLIMATE AND LABOR

See Louisiana's Announcement on page 401 . . . and write for all the facts about Louisiana.

DEPARTMENT OF COMMERCE & INDUSTRY

State Capitol . Baton Rouge, La.

INDUSTRIAL SALES DATA FOR ALL COUNTIES

Industrial data for all counties—not just the leading 100—are available on IBM cards. Address Market Statistics, Inc., 432 Fourth Avenue, New York 16, N.Y. Phone MUrray Hill 4-3559.

New Orleans offers good hunting



for mallards



and for markets

Every year increasing numbers of nationally famous firms end their hunt for plant sites or other business locations in New Orleans. Here they find the three essentials for profit . . . easily accessible markets, both export and domestic, plus economical transport and abundant resources.

May we tell you more? New booklet answers questions about market opportunities in New Orleans. No obligation. Your inquiry held in strict confidence; ask any questions concerning your business. Write M. B. Walle, Director, Greater New Orleans, Inc., New Orleans 16, La.

- Nearby export markets
- Expanding domestic markets
- Interconnecting transportation
- . Second Port U.S.A.
- Fine living conditions
- Cooperative labor
- Abundant raw materials
- Unlimited water supply
- Year-round mild weather means minimum absenteeism and less layoffs
- · Low-cost fuel
- Low-cost electric power

Greater New Orleans

Where You Get All 3 Essentials For Profit ... CRESOURCES





YOU CAN'T SELL

THE RICH LOUISIANA MARKET

\$358,239,000.00°

Consumer Spendable Income in Northeast
Louisiana Alone Is Influenced ONLY by the

Monroe Morning World The Monroe News-Star MONROE NEWS-STAR

HERE'S PROOF! ABC COVERAGE

Memrae World— 35.56%

Next Nearest 9.71%

Second Neorest 1.35%

Monroe & Ouechita Parish News-Star-World

87.6%

SRDS Consumer Morkets

LOUISIANA - (Continued)

Represented Nationally By

THE BRANHAM COMPANY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro		POPULA ES 1/1		E8	4070	TIVE BI					0	277	L SALES	1954			SALES ADVER ING CONTR	TIS-
CITIES	politan Area	Tetal	%	Fami-	Urban- ized	Not	8	Per	Por	Dollara	%	Goun- ty	(lir	FIVE 81 thousands	of dellars			Buying	Oual
		(thou- sands)	U.S.A.	(thou- sands)	Pepulation (thousands)	Dellars (add 000)	U.S.A.	Cap- itz	Fam- ily	(add 000)	W.S.A.	Sains Per Fam- lly	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Ouachita	208	84.7	.0521	24.5	56.2	115,281	.0459	1,361	4,705	93,457	.0550	3,815	15,842	9,520	7,004	28,617	2,500	,0498	96
West Monroe		84.8	.0837	16.4		83,054	.0552	1.516	5.064	88,008	.0518	3.5	12,694	9,346	7,014	#8,546	8,506	.0388	115
△Monroe		43.6	.0268	13.2		65,716			4,978	78,309			9,038	8,832	6,213	28,037	2,239	.0323	-
△West Monroe		11.2	.78069	3.2		17,338	.0009	1,548	5,418	9,757	.0057		3,656	514	801	300	267	.0065	94
Plaquemines		16.1	10093	3.7		16,967	.0968	1,124	4,586	9,433	.0055	2,549	5,265	1,061	129	421	358	.0069	74
Pointe Coupes		21.8	.0132	8.4	2.8	16,203	.0064	754	3,001	9,675	.0067	1,792	1,849	1,680	528	1,729	279	.0076	58

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.



IN 1803, I PAID \$15,000,000— NOW THE LOUISIANA PURCHASE*IS WORTH \$247,395,000 IN E.B.I.

ALEXANDRIA PRIMARY MARKET

4TH LARGEST COUNTY IN LOUISIANA! lapides Par. (Alexandria)

> POPULATION 103,800 28% gain

Local BIG Business!
BUILDING PERMITS (value)
UP 892%

State av. up only 67%
GAIN
Frt. Carleadings... 20%
Telephones 9%
(Alexandria, Dec. 54-53)

NATIONAL ADVTG. INVESTMENT UP 54% in 6 years (1954 vs. 48) 1954 LINAGE

 Subscribers spent \$357,907

fer Tewn Talk in '54 ...for the only newspaper that covers this 9-parish market, with 9-parish more circulation than all outside eve. newspapers com-

> OVER 90,000 READERS DAILY

TOTAL CIRCULATION ABC, 6 mos. endg 9/30/54 22,942

19% gain since 1948 (Press run 9/14/54, 23,664)

Alexandria Daily Town Talk

HE JOHN BUDD COMPANY



If it's a Southern location you're looking for, then take a good look at what Louisiana can offer your particular type of manufacturing operation.

Raw Materials in quantity: petroleum, lumber, sulphur, salt, clay, sand, gravel and water.

Markets: Louisiana itself, Mid-Continent USA, Latin America, the World! Transportation: sea, air, motor or the 7,300 miles of navigable inland waterways. Climate and Labor: willing hands and a warm, sunny climate guarantee a genuine 12-month production with no cutbacks. If you are planning expansion in the South, get all the facts about Louisiana.

Write on your company letterhead to . . .

DEPT. OF COMMERCE & INDUSTRY . STATE CAPITOL . BATON ROUGE, LA.

	Metro	O O	POPULA ES 1/1	TIMATI	E8	407A	TIVE B					•	777	L SALES	1954			SALES ADVER INC CONTR	Tis-
COUNTIES	politan Area	Total	3	Fami-	Urban- ized	Not	% of	Per	Per	Dellars	*	Coun-	(le	FIVE ST	ORE GRO		A	Buying	Oual
		(thou- eands)	U.S.A.	ties (thou- sands)	Population (thou- sands)	Dollars (add 600)	U.S.A.	Gap- ita	Fam- ily	(add 900)	% of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Rapides	168	103.8	.0639	28.0	48.0	113,231	.0451	1,091	4,044	69,092	.0407	2,468	16,318	16,578	4,344	15,100	1,903	.0475	74
Pineville		49.6	.0305	15.0	00	70,678	.0881	1,485	4,711	59,367	.0340	91.7	18,485	9,440	4,189	14,435	1,787	,0306	100
△Alexandria	100	40.1	.0247	12.2	()	55,832	.0222		4,576	54,878	.0323		10,484	9,277	8,719	14,086	1,564	.0257	104
Red River		11.1	.0068	2.9	****	7,522	.0030	878	2,594	5,465	.0032	1,684	1,453	938	93	1,382	34	.0039	57
Richland		26.1	.0160	8.6	3.1	19,541	.0078	749	2,961	13,890	.0082	2,105	3,678	1,182	395	3,696	486	.0095	80
Sabine		20.5	.0128	5.3		15,127	.0000	738	2,854	8,708	.0039	1,266	1,772	1,573	388	1,228	243	.0067	63
St. Bernard	98	14.1	.0087	3.5	3.4	15,616	.0082		4,462	12,848	.0078	3.671	3,874	211	111	875	184	.0071	82
St. Charles	Sal	13.8	.0005	3.6	3.6	13,661	.0055		3,796	7,808	.0044		2,778	441	494	984	265	.0058	68
St. Helena		9.4	.0058	2.4		6,434	.0025	684	2,681	1,272	.0008	530	417	540	. 10	168	23	.0028	45
St. James		15.3		3.6		8,983	.0036		2,495	8,481	.0060	2,356	2,401	1,300	431	1,376	182	.0062	
St. John the	100	1	- and	TI DE	600	100				1117						.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	11. 3		-
Baptist		15.0	.0092	3.5	4.5	11,718	.0047	781	3,348	6,308	.0037	1,828	2,444	1,672	370	taried !	127	.0053	- 50
St. Landry	1111	E4.3	.0519	20.2	21.6	64,598	.0257	786	3,198	73,863	.0433	3,642	15,847	7,439	5,930	15,862	1,523	.0382	70
Opelousas		13.3	.0082	3.6	1000	15,111	.0060	1.136	4.198	33,676	.0198		4.791	4,307	4.224	12,134	836	.0106	120
St. Martin		26.8	.0165	6.2	4.7	20,256	.0081	756	3,269	10,480	.0062	1,690	2,125	1,437	293	3,265	239	.0003	. 56
St. Mary	-	38.8	.0238	10.2	20.4	40,007	.0159	1,031	3,922	57,867	.0340	5,673	19,314	4,243	2,680	9,797	1,225	.0229	96
St. Tammany		29.1	.0179	8.1	9.4	28,222	.0104	901	3,237	18,586	.0007	2,048	4,216	1,090	1,179	2,957	441	.0117	-
Tangipahoa		E8.4	.0360	15.8	16.6	50,886	.0203		3,221	34,560	.0204	-	7,333	3,250	1,001	6,525	1,196	.0234	85
Tensas		12.9	.0079	3.4		9,029	.0038		2,656	5,924	.0035		1,507	899	142	844	283	.0045	
Terrebonne		48.0	.0295	11.7	18.4	47,220	.0188	984	4,036	38,532	.0226	3,293	10,233	6,166	2,362	5,844	808	.0220	75
Houma	1	13.4	.0082	3.8		17,779			4.679	26,789	.0158		6,250	3,306	2,711	4,916	752	.0099	
Union		19,1	.0118	4.9		15,472	.0062		3,168	7,695	.0045		1,358	1,478	349	2,600	109	.0068	86
Vermilion		37.5	.0230	10.3	14.3	32,671	.0130		3,172	20,207	.0119	1,962	3,661	1,431	1,324	3,982	547	.0147	84
Vernon		21.0	.0130	6.0	5.3	16,099	.0064	767	2.683	11.384	8067	1,892	3,929	2.050	311	2,773	431	.0078	80

A and A See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

This is NEW in New Orleans

Most spectacular public construction program in all America! — of which new Union Passenger Terminal, with grade separations, costing \$57 million, is only the start. It includes everything from a new \$55-million bridge across the Mississippi (which will be the longest cantilever in U. S.) to an entirely new, seven-block Civic Center, with 10-story City Hall, state office and state Supreme Court buildings, downtown library. So big you almost forget about \$50-million causeway linking city and Florida Parishes!

And This, Too

In burgeoning new residential areas—selling goes apace. In Lakeview-Gentilly, The Times-Picayune New Orleans States is read daily by 85% of persons 15 years and older. In Metairie-East Jefferson, by 87%. In rocket-growing New Orleans the big, single advertising influence is The Times-Picayune New Orleans States.



The Times-Picagune NEW ORLEANS STATES

CIRCULATION 272,283 DAILY, 276,265 SUNDAY

A. B. C. Publisher's Statement, 6 mes, anding Sept. 30, 1964

Represented by Jann & Kelley Inc.

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES ATLANTA

33	100	0	POPULA ES	TIMATE	3	ANTA I	TIVE BI					0	770	SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	4	Fami-	Urtien-	Net		Per	Per	Dellara		Goun-	(in	FIVE ST	ORE GRO		-1	Buying	Oual
15.		(thou- sends)	U.S.A.	lies (thou-	Popu- tation (thou- cands)	Dollars (add 000)	U.S.A.		Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Washington	1	40.9	.0251	10.9	19.0	41,106		1,005		23,021	.0136	2,112	4,896	2,854	1,354	8.059	738	.0173	80
Bogalum		19.6	.0121	5.7		23,386		1,193		16,257	.0096	100	3,614	1,678	1,247	4,182	518	.0100	
Webster		37.7	.8232	10.2		38,511			3,776	26,169	.0186	2,782	7,495	2,853	1,530	7,182	1,075	.0173	
Minden		11.5	.0071	3.2	- 50	13,714	.0055	1,193	4,286	15,878	.0093	100	3,388	1,386	804	5,600	682	.0070	99
West Baton Rouge		12.1	.0074	3.3	3.3	10,858	.8043	397	3,290	4,758	.0028	1.442	1.748	800	62	206	128	.0044	81
West Carroll		16.4	.0101	3.9		11,020	.0044		2.828	7.085		1,817	1,213	1,500	801	1.718	206	.0055	
West Fellclans		9.7	.0000	1.6		6,290	.0021		3,312	2,000		1,308	882	465		127	84	.0026	
Winn		18.3	.0100	4.5	5.8	13,900	.0056	863	3,091	8,628	.0039	1,473	1,722	735	306	1,382	290	.0000	80
Total Above Cities		1,289.3	.7931	874.0		2,006,464	.7901	1,588	5,365	1,496,754	.8803		292,275	202,517	96,957	316,360	83,960	.8225	104
State Total		2,936.0	1.8183	807.3	1700.5	3,500,434	1.4178	1,204	4,410	2,325,921	1.3879	2,881	528,942	293,293	131,017	454,584	78,954	1.4829	82
LOUIS	IA	NA-	- 0	M)	Metr	opolita	ın C	our	ity	Areas					1				
Baton Rouge	13	210.0	.1292	58.5	183.1	358,531	.1428	1.707	6,129	175,072	.1030	2,993	34,330	23,881	10,968	37,278	6,585	.1282	99
New Orleans	98	702.7	.4814	228.8	757.4	1,204,613			5.295	778,560	.4067	3,384	172.837	112,258	44,781	100,410	31,238	.4731	
Shreveport	135	241.2	.1484	69.6	176.1	353,262	.1407	1,465	5,078	247,908	,1456	3,562	53,215	23,528	14,358	68,913	8,103	.1438	97
△Alaxandria	188	103.8	.0639	28.0	48.0	113,231	.0481	1.001	4.044	69,092	.0407	2,488	16,318	19,578	4,344	15,100	1,903	.0475	74
△Lake Charles	203	114.8	.0704	32.4		177,804			5,490	104,886		3,237	23,827	11,478	4,815	24,473	2,443	.0000	
△Monros-			-					-		100		1							-
West Monroe.	200	84.7	.0021	24.8	86.2	115,281	.0459	1,361	4,705	83,457	.0880	3,815	15,842	9,520	7,004	28,617	2,580	,0498	91
Total of Arees		1,536,9	.9484			2,322,802		-	-		-	-			86,070		52.832	.9104	96

C SM. 1955.

A and A See and of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

LOUISIANA — M Income Breakdown of Consumer Spending Units

	Total	In-			ET IN	COME	GROU	PS, 195	54			Total	in-	ngovi	1	ET IN	COME	GROU	PS. 190	14	
COUNTIES	Con- sumer Units (thous.)	Gen- cumer Unit	\$0-2 % Units	95	\$2,500 % Units	%	\$4,000 % Units	6,999 In- come	\$7,000 % Units	% In-	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$0-1 % Units	96	\$2,500 W	-3,990 in- come	\$4,000 % Units	75	\$7,000 % Units	& Ove
Acadia	13.9	3,293	51.2	21.7	28.3	28.6	14.3	22.9	6.3	28.8	Jackson	4.4	3,198	45.1	19.7	29.9	31.1	19.9	33.0	8.1	16.2
Crowley	4.6	3,511	45.9	18.3	31.0	29.3	16.0	24.2	7.1	28.2	Jeffersen	44.8	4,881	28.9	7.7	28.6	19.8	30.0	32.8	16.5	40.3
Allen	8.0	3,008	49.5	22.3	29.2	31.3	15.6	26.8	5.7	19.6	Gretna	6.1	4,319	34.0	11.0	29.1	22.4	25.8	31.7	11.1	34.9
Accension	8.4	2,987	54.6	25.5	21.9	24.4	18.0	32.0	5.5	18.1	Jefferson Davis	8.6	3,640	48.9	18.7	25.3	23.0	17.0	24.8	8.8	33.5
Assumption	4.4	2.475	64.8	36.5	22.9	30.7	8.8	19.0	3.5	13.8	Jennings	3.5	3,821	42.3	15.5	27.7	24.1	21.1	29.4	8.9	31.0
Aveyelles	11.8	2.491	63.4	35.5	22.7	30.3	10.8	23.1	3.1	11.1	Lafayette	20.8	3.800	48.4	18.8	25.0	23.1	17.8	26.4	8.8	31.7
Beauregard	6.1	2.954	50.9	24.0	29.0	32.7	15.7	28.2	4.4	15.1	Lafayette	13.9	3,744	46.3	17.3	25.0	22.2	18.9	26.8	9.8	33.7
Bienville	5.1	2,623	60.2	32.0	24.2	30.7	12.8	25.8	2.5	11.5	Lafourcho	11.0	3.613	42.5	16.4	30.6	28.1	19.8	29.2	7.1	28.3
Bossier	16.5	3.562	47.9	18.8	22.7	21.1	21.6	32.2	7.8	27.9	Thibodaux	2.8	4,163	38.4	12.2	31.6	25.2	21.9	28.0	10.1	34.8
Bossier City		4.154	33.9	11.4	25.1	20.1	30.6	39.2	10.4	29.3	La Salle		3.064	50.0		26.7	28.9	18.6	-	4.7	18.1
Cadda	89.7	4.224	40.3	13.3	23.1	18.2	24.1	30.4	12.5	38.1		1.11		2010		170	-	-	-		
Shreveport	57.4	4.281	39.5	12.9	23.3	18.1	24.3	30.2	12.9	38.8	Lincoln	9.6	3,100	60.1	27.0	19.4	20.8	14.0	24.1	6.5	28.1
Galcaeleu	37.3	4.772	31.2	9.1	24.7	17.2	31.1	34.7	13.0	30.0	Ruston	4.7	3,478	55.8		19.2	18.4	16.3	25.0	8.7	
Lake Charles	22.0	4,959	30.4	8.5	24.7	16.6	31.0	33.2	13.9	41.7	Livingston	8.2	3,280	49.5	21.0	22.1	22.4	31.8	35.4	6.6	
1.0	1,500	102		14777	1000	150 3 1	T.C.	1000	- 1		Madison	5.7	2,319	70.3		17.8	25.5	9.1	20.9	2.3	11.3
Galdwell	3.1	2,706	58.2	30.0	28.2	24.6	9.0	17.8	4.6	17.6	Moreheuse	10.7	3,262	51.8	22.1	23.1	23.6	18.9	30.8	6.2	
Cameron	1.6	3,756	41.3	15.3	26.2	23.2	23.4	33.2	9.1	28.3	Bastrop	5.5	3,854	42.9	18.4	25.7	23.4	23.5	34.1	7.9	26.1
Cataboula	3.4	2,443	66.0	37.7	21.3	29.0	9.1	19.8	3.6	13.5	Natchiteches	11.2	2,480	68.0	10000	17.4	23.2	9.9	21.1	4.7	17.8
Claiborns	7.2	3.251	53.1	22.8	19.9	20.3	19.3	31.8	7.7	25.3	Orienne	225.8	4,296	36.7	11.9	27.3	21.1	23.7	29.4	12.3	
Cencerdia	4.3	2,614	64.7	34.5	18.3	23.3	12.0	24.5	5.0	17.7	New Orleans	225.8	4,296	36.7	11.9	27.3	21.1	23.7	29.4	12.3	
De Setn	7.0	2,613	63.8	34.1	19.2	24.4	12.4		4.6	1145.00	Quachita	29.3	393.4	40.8	0.000	26.6	22.5	22.9	30.9	9.7	20,00
	1	-			-	-	1	-	1		Monroe	18.4	4.011	42.3		26.5	21.9	30.7	27.5	10.5	
East Baton	000				1						West Moores.	4.3	4,000	33.8	1 12 22 22	26.7	22.2	30.1	40.0	9.4	1 10000
Rouge	75.3	4,759	35.4	10.4	20.1	14.0	29.1	32.6	15.4	43.0	Plaguemines	4.4	3,828	41.0	110000	22.7	19.7	26.5	36.8	9.8	
Baton Rouge	56.1	4.847	34.3	9.9	20.1	13.8	29.6		16.0	43.9	Pointe Coupee.	6.3	2.574	65.4	113300	18.8	24.3	11.3	0000	4.5	
East Carroll	8.2	2,269	73.0	77.7	16.4	24.0	7.0		3.6		Rapides	32.4	3,495	48.3	19.3	26.5		17.6	44.4	7.7	
East Feliciana	3.9	2.435	69.4	29.7	18.1	9339	8.0		4.5		Alexandria	14.3	3,901	43.5		26.7	22.7	19.7	-	10.1	-
Evangeline	9.3	2,685	60.9	****	21.6	26.7	13.3		4.3		Red Fliver	3.1	2,415	68.9		17.4		10.0		8.7	
Franklin	8.2	2,654	60.7	31.9	23.9	29.9	10.6	21.2	4.8	17.0	Richland	7.2	2,728	60.2	30.8	21.5	26.2	13.4	25.2	4.9	10.1
Grant	4.0	2,478	63.9	36.0	22.0		11.2		2.9	10.5	Sabine	8.9	2,551	63.5	34.7	21.8		10.7		4.0	
Iberia	12.5	3,584	45.4	17.7	26.9	24.9	18.9	28.0	8.8	29.4	St. Bernard	4.2	3,716	41.4	15.6	27.8	24.6	23.7		8.4	
New Iberia	5.6	4,194	36.5	12.2	27.0	21.4	23.7	30.0	12.8	36.4	St. Charles	3.7	3,720			23.0	19.7	23.3		10.0	
therville	7.8	3.001	55.7	25.9	23.4	28.0	14.9	28.3	6.0	21.8	St. Helena	2.6	2.475	64.7	36.5	21.0	28.1	11.3	24.3	3.0	11.

Attention All Grocery Accounts!

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Before using these figures, see explanation page 11

Qualify Your Product Now!

WDSU Radio

WDSU-TV

New Orleans, Louisiana

O SM, 1955.

LOUISIANA - (Continued)

OOUNTIES (Total	in-	-		ET IN	COME	GROU	PS, 190	14			Total	in-	1000		NET IN	COME	GROU	P8, 19	54	
CITIES	Con- sumer Units (thous.)	per Con- sumor Unit \$	\$6-2 Units	1n- come	\$2,500 % Units	-3,990 % in- como	\$4,800 William	-6,999 % in- come	\$7,000 % Units	& Over % In-	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2 % Units	50me	\$2,506 % Unita	% In-	\$4,000 % Units	1m-	\$7,000 % Units	& Over % In- come
St. James	3.7	2,437	64.4	36.9	23.0	31.3	10.0	21.8	2.6	10.0	Washington	12.2	3,361	48.7	20.2	26.5	26.2	17.2	27.2	7.8	28.4
St. John		2,964	48.4	22.8	31.3	35.1	16.4	29.4	3.9	12.7	Bogalusa	6.5	3,622	43.5	18.7	27.2	25.0	20.4	29.9	8.9	28.4
St. Landry		2,850	60.8	29.7	22.1	25.7	12.1	22.5	5.0	22.1	Webster	11.1	3,471	43.0	17.3	20.4	28.2	21.4	32.8	6.2	21.7
Opelousas	4.2	3.572	51.3	20.0	22.3	20.8	17.1	25.5	9.3	83.7	Minden	3.8	3,651	41.6	15.9	28.8	28.2	22.0	32.1	7.6	25.8
St. Martin	7.2	2,816	58.2	28.9	25.4	29.9	11.8	22.3	4.6	18.9	West Baten	1000	1			1		1			
St. Mary	11.6	3,454	45.4	18.3	26.0	25.0	20.4	31.5	8.3	25.2	Rouge	3.4	3,183	53.7	23.5	19.5	20.4	19.4	32.5	7.4	23.6
St. Tammany		2,930	54.1	25.7	36.5	30.1	14.4	28.2	5.0	18.0	West Carroll	4.7	2,382	68.0	40.2	20.5	28.8	8.5	19.1	3.0	11.9
Tangipahoa	19.0	2,685	61.1	31.7	23.2	28.7	11.8	23.4	3.9	18.2		237		1000				139		1	
Toness	3.8	2,380	72.4	42.8	15.1	21.3	7.9	17.8	4.6	18.1	West Foliciana	2.1	2,482	66.3	37.2	19.9	26.6	9.9	21.3	4.0	14.0
Terrebonne	12.8	3,675	44.1	16.7	26.6	24.1	21.0	30.4	8.3	28.8	Winn	8.2	2,659	58.6	30.7	27.7	34.6	10.5	21.1	8.2	13.6
Houma	4.1	4,332	35.8	11.5	28.9	19.9	25.9	31.8	12.4	36.8			_			-		-			-
Union	5.5	2,830	53.8	26.5	29.3	34.4	13.0	24.5	3.9	14.6	Total Above Cities	466.7	4,296	37.7	12.2	25.6	19.8	24.3	30.2	12.4	37.8
Vermilien	11.3	2,808	59.2	28.5	22.3	25.6	12.6	23.1	8.9	22.8		-		-	-	-	-	-		-	
Vernen	6.5	2,488	65.0	36.8	21.0	28.3	10.9	23.3	3.1	11.6	State Total	948.4	3.754	45.2	16.8	24.7	21.9	20.6	29.1	9.5	32.2

MAINE — Counties and Cities — (Other New England States: Connecticut, Massachusetts, New Hampshire, Rhode Island, Vermont.)

The	"SM"	symbol	s mark	original.	exclu-
cive	estimat	me hw	SALES	MANAGE	MENT

Maine state map—page 408	Pop.	N	UMBE	e of O	UTIET	5			Pop.	N	UMBE	R OF O	UTLET	8
City County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
AuburnAndroscoggin	24.5	95	4	10	22	6	Presque Isle	.Aroostook	12.1	33	7	9	11	5
AugustaKennebec	21.6	92	6	8	22	8	Rockland	. Knox	9.3	41	6	10	14	- 5
Bangor Penobscot	33.2	125	12	28	32	20	Saco	. York	11.1	47	4	5	3	2
Bath Sagadahoc	10.8	52	5	10	8	7	Sanford	. York	11.4					
BiddefordYork	21.3	101	14	19	15	7	South Portland.	.Cumberland	25.3	66	5	2	8	10
Brunswick Cumberland	7.5	55	6	11	14	4	Waterville	. Kennebec	18.9	66	9	25	25	7
Lewiston Androscoggin	42.0	205	13	31	17	13	Westbrook	.Cumberland	12.8	45	7	8	8	
Portland Cumberland	79.6	324	24	57	38	43				1				

10 13	Metro-	0	POPULA ES 1/	ATION TIMATI	EB	# NOTE:	TIVE B	E				0	777	L SALES	1954		100	SALES ADVER INC	TIS-
COUNTIES	pelitan Area	Total		Fami-	Urban- ized	Not		Per	Per	Doilars	æ	Coun-	0	FIVE ST	ORE GRO			Buying	Oua
		(thou- eands)	U.S.A.	lies (thou- sands)	Population (thousands)	Deliare (add 800)	U.S.A.	Gap- ita	Fam- liy	(add 000)	of U.S.A.	Sales Per Fam- ity	Food	General Miles.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Androecoggin	205	84.2	.0618	24.3	88.7	126,612	.0804	1,804	5,210	96,038	.0505	3,952	28,009	9,116	4,991	18,806	1,947	.0525	101
Auburn		08.5	.0400	19.4		104,508	0.110		5.387	83,581	.0400		28,890	8.846	4,558	18,034	1.844	.0457	107
ALewisten		42.0		11.9		66,379		1,580		58,749	.0346		16,634	7,418	3,602	8,361	1,252	.0287	
△Auburn		24.5		7.5		38,127		- 8-2-	5,084	24,632	.0145		6,786	1,228	806	7,673	392	.0150	91
Arecetoek	000	99.5	.0612		34.4	122,808		1,234		80,889	.0582	4,141	26,158	9,557	3,001	29,353	2,189	.0542	81
Presque Isla		12.1	.0074	2.8		18,297		1.512		23,720	.0140		3,921	1,118	643	4,367	318	.0093	126
Cumberland	110	171.4	.1068	80.6	128.9	289,536	.1029	1,508	8,109	208,429	.1226	4,119	61,027	18,151	11,257	33,565	5,605	.1093	
▲Portland		79.6	.0490	24.5		132,362	.0527	1,663	5,400	140,157	.0824		36,803	15,474	8,931	23,476	3,392	.0609	7000
Brunswick		7.5	.0046	2.1		12,364	.0049	1,649	5,999	18,217	.0107		5,509	888	711	4,267	297	.0066	
South Portland		25.3	.0156	6.8		34,731	.0138	1,372	5,100	12,932	.0076		6,430	111	100	2,121	578	.0123	
Westbrook		12.8	.0079	8.5		19,484	.0078	1,522	5,567	11,523	.0068		4,398	471	737	1,711	531	.0075	95
Franklin	1	20.4	.0125	5.7	3.1	25,708	.0103	1,260	4,810	17,258	.0101	3,027	5,518	381	573	3,585	411	.0107	-
Hancock		33.9	.0200	9.9	7.0	40,520	.0161	1,195	4,003	26,245	.0154	2,651	10,002	1,288	1,306	4,838	467	.0188	80

A and A See end of state for SM Metropolitan County Areas.

C SM, 1955.

Before using these figures, see explanation page 11.

WGAN

560 KC 5000 WATTS

WGAN-TV

CHANNEL 13 316,000 WATTS
CBS and ABC

The largest retail and wholesale area north of Boston
GUY GANNETT BROADCASTING SERVICES

390 Congress St., Portland, Maine

Telephone: Portland 24661

61% of Maine's population
65% of Maine's income
64% of Maine's retail sales
65% of Maine's food sales
60% of Maine's gen. mdse. sales
67% of Maine's furn. hshld. sales
61% of Maine's drug sales
65% of Maine's drug sales
65% of Maine's apparel sales
69% of Maine's apparel sales
63% of Maine's gas service stations sales
70% of Maine's lumber & building sales
63% of Maine's hardware sales
60% of Maine's liquor store (pkg.) sales
72% of Maine's jewelry sales

Plus 76% of Industrial Payrolls.

Source: 1955 Survey of Buying Power

★ Largest Metropolitan County

Area ★ Largest Wholesale Center

★ Largest Newspaper Circulation

NORTH OF BOSTON

SALES MANAGEMENT'S LATEST TEST MARKET SURVEY, RATES PORTLAND AS ONE OF THE BEST TEST MARKETS IN THE COUNTRY:

1st for all cities in Maine • 1st in New England for cities in 75,000 to 150,000 population group • 3rd in New England for cities of all sizes • 6th in U. S. A. for cities in 75,000 to 150,000 population group • 18th in U. S. A. for cities of all sizes • It ranked 75th in 1950.

The PORTLAND newspapers give you 94% coverage of the city and retail trade zone and 52% of the entire nine counties.

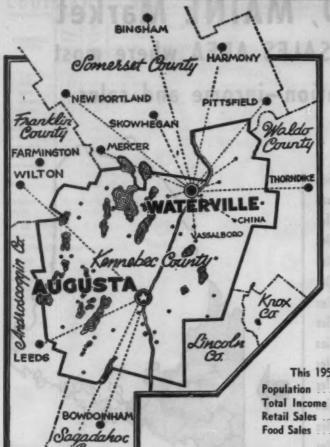
75,957 circulation daily . . . 86,873 Sundays

PORTLAND, MAINE

PRESS HERALD . EVENING EXPRESS . SUNDAY TELEGRAM

MAY 10, 1955

405



Your sales potential in the Golden Kennebec Valley

GROWS EACH YEAR

87% of all the families in Kennebec and Somerset Counties and 66% of all the families in the entire golden Kennebec Valley (see map) are reached every day by two great newspapers.

These newspapers provide both news and shopping information that greatly influences the selection of products that supply the everyday need of these families.

This important market (13% of the state) with 121,900 population—\$163,299,000 income and \$112,908,000 retail sales is served by two big shopping centers—Augusta and Waterville.

Regular advertising in these two important newspapers makes your product a part of the daily lives of the families that live here—work here and spend here.

This 1954 record points to your 1955 sales potential.

Population	121,900	Gen. Mdse. Sales	8,729,000
Total Income	\$163,299,000	FurnHshld. Sales.	4,896,000
Retail Sales	112,908,000	Automotive Sales.	20,213,000
Food Sales	33,515,000	Drug Sales	2,830,000

AUGUSTA (MAINE) KENNEBEC JOURNAL WATERVILLE (MAINE) SENTINEL

Represented by The Julius Mathews Special Agency, Inc.

- colo la l	Metro-	0	POPULA ES 1/1	TION TIMATI	ES	AUT .	TIVE B		1000	ag mu	PG.I.	•	777	L SALES	1964	o RY	ROM	SALES ADVER INC CONTR	TIS-
CITIES	politan Area	Tetal	4	Fami-	Urban- ized	Not	4	Per	Per	Dollara	4	Coun-	(Ir	FIVE ST	of dollars	uPS add 000)		Buying	Qual-
	his.	(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou- sands)	Dollars (add 000)	of U.S.A.		Fam- ily	(add 000)	U.S.A.	Saice Per Fam- ily	Food	General Mides.	Furn.e House- Radio	Antin- motive	Drug	Power	Ity In- dex
Waterville		83.4 18.9 21.6	100000	23.3 5.4 5.9		117, 606 30,759 32,213	.0122	1,627	5,048 5,696 5,460	84,841 29,150 26,557	.0172 .0156	-	23,793 7,123 7,092	8,782 3,399 1,796	3,728 1,937 794	16,243 5,711 6,239	2,043 739 644	.0486 .0136 .0137	117
Rockland Lincoln		27.0 9.3 17.5 42.8	.0057	8.6 2.8 5.3 12.0		34,218 13,206 19,250 55,505	.0077	1,420 1,101	3,978 4,716 3,634 4,625	27,745 14,307 18,483 34,065	.0084	3,226 3,489 2,830	8,407 8,677 8,678 12,116	1,857 964 583 2,864	1,100 854 308 1,008	4,879 3,678 3,651 5,736	563 291 256 897	.0151 .0063 .0092 .0223	111
Penebecej △Bangor Plecataquie Sagadahee Bath		100.0 33.2 17.0 20.4 10.8	.0204 .0106 .0126	9.2	2.3 10.8	144,422 48,324 20,000 24,740 14,734	.0192 .0082 .0009	1,456 1,212 1,213	4,946 5,253 3,963 3,960 4,465	120,602 66,247 14,343 18,904 12,665	.0390	2,788 2,885	31,212 12,865 4,584 6,190 4,717	10,394 853	5,825 4,026 1,037 301 356	25,515 17,519 2,228 2,864 2,820		.0835 .0254 .0087 .0103 .0065	135 83 82

A and A See and of state for SM Metropolitan County Areas

BRUNSWICK

Cumberlan

MALAIRE (C .: I)

C SM, 1955

Before using these figures, see explanation page 11

BOOMING --- is the word

for the "GREATER BANGOR" Market

Northern Maine is going places. New Industry is moving IN. Payrolls are moving UP.

In Bangor alone, a new steel mill and two new shoe factories are going up this year. In the area, new textile plants, paper mill expansion, important mineral deposits, air base enlargement are all part of a \$150,000,000 industrial construction program now under way.

There are new sales goals ahead here. It's time to revise your records on this grand and g-r-o-w-i-n-g market. You can SELL it through the one big medium that gives you 100% City Zone Coverage and reaches 75% of the families in the ABC Retail Trading Area.

Buy Saturation Coverage that SELLS-in the

Bangor Daily News

-MAINE'S LARGEST DAILY 69.208 Daily-72.666 Sat.-Sun.-ABC-

National Advertising Representative—Johnson, Kent, Gavin & Sinding, Inc. New York, Boston, Chicago, Los Angeles, San Francisco, Greensboro, N. C.

7 Counties \$325,000,000 In Retail Sales 35% of STATE TOTAL 1 BIG DAILY 9 Counties 1 LOW COST 65% of STATE TO 8 Good Dailies Yes, it takes 8 other Dailies to cover Western and Southern Maine

Send for a Free Copy of

"Northeastern Maine is on the March!"

The "SM" symbols mark original, exclu-

MAINE - (Continued)

		Q		TION TIMATE	18	ACT .	TIVE BI					0		SALES	1984			SALES ADVER ING CONTR	T18-
CITIES	Moiro- politan Area	Total	or.	Fami-	Urban- ized	Net	*	Per	Per	Dellars	- K	Coun-	(lin		ORE GRO			Buying	Qual
234244674		(theu- sands)	U.S.A.	lies (thou-	Fopulation (thousands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add	of U.S.A.	Sales Per Fam- ity	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Someraet Waldo Washington		38.5 20.6 32.9		11.2 6.2 9.8		45,691 20,954 33,413	.0063	1,017	4,000 3,380 3,400	28,087 14,444 22,732		2,806 2,330 2,320	9,722 4,535 7,921	1,947 -1,094 2,164	1,107 429 730	3,970 1,899 4,412	787 261 820	.0188 .0092 .0147	72
York		93.2 21.8		27.3 6.1	59.6	133,245 31,598			4,881 5,180	77,426 25,601		2,836	27,786 7,448	3,879 1,655		11,118 4,831		.0517 .0134	

BIDDEFORD-SACO

Largest Market in

Maine's Most Productive

Industrial County . . .

Biddeford-Saco with 32,400 population is not only the largest market in the county, it is also the biggest sales center.

Retail sales of \$32,061,000-42% of the county point to its

With a family income of \$5114—\$233 above the county and \$383

above the state, the Biddeford-Saco market deserves your best

The Biddeford Journal, read in 95% of the homes, is your best introduction.

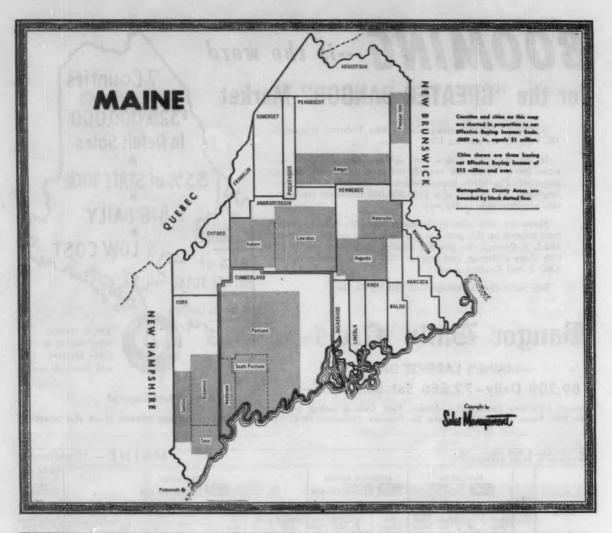
THE BIDDEFORD

JOURNAL

BIDDEFORD, MAINE

data: Sales Management

Represented by the Julius Mathews Special Agency, Inc.



	Metro-		POPULA ES 1/1	TION TIMATE /55	28	MOUTH !	TIVE BI					0	770	L SALES	1954			SALES ADVER INC CONTR	TIS-
CITIES	politan Area	Total		Fami-	Urban-	Net		Per	Per	Dellars		Caun-	(h		ORE GRO			Buvina	Oua
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 009)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- dex
Sanford		11.4 11.1		2.5 3.1		18,619 15,452		1,633 1,392	7,448 4,985	17,439 6,460	.0103		5,479 3,120	1,223 40	1,208	3,582 461	- 348 131	.0082	
Total Above Cities		341.4	.2009	97.4		526,639	.2007	1,543	5,407	488,356	.2872		131,981	47,049	26,709	96,317	10,976	.2330	111
State Total	-00	911.5	.8807	286,74	83.0	1,223,839	.4873	1,343	4,731	905,389	. 5326	3,501	272,832	73,299	41,088	161,070	21,791	.5156	92
MAINE	-	SM	Met	ropo	litar	Cour	ity A	\rea	15						4.2.	11.		10	
Purtland △Bangor △Lawiston-	110 173	171.4 109.0		50.6		258,535 144,422	.1029		5,109 4,948	208,429 120,002		4,119 4,130	61,027 31,212	18,151 12,240	11,257 5,825	33,565 25,515	01000	.1093	1
Auburn	295	84.2	.0518	24.3	68.7	126,612	.0504	1,504	5,210	98,038	.0565	3,982	28,059	8,116	4,991	16,806	1,947	.0825	101
Total of Areas		304.6	.2244	104.1	258.5	529,569	,2108	1,462	5,087	425,060	.2500	4,083	120,328	39,507	22,073	75,886	10,298	.2253	100

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.



AMERICAN-YANKEE-MUTUAL-LOBSTER

MUSIC

NEWS

SPORTS

(W) POR LAND

25.5% of state's population 37.9% of state's retail sales

Portland's Favorite Station— Ask Anyone!

PORTLAND, MAINE

Represented by:

New York: Richard O'Connell; Boston: Lou Borgatti; Chicago: Hal Holman; Pacific Coast: Duncan Scott HAL MEYER: President

The "SM" symbols mark original, exclu-sive estimates by SALES MANAGEMENT. MAINE - Income Breakdown of Consumer Spending Units **NET INCOME GROUPS, 1954 NET INCOME GROUPS, 1954** COUNTIES COUNTIES per Conumer \$2,500-3,989 \$4,000-6,999 \$7,000 & Over \$2,500-3,999 \$4,000-8,999 \$7,000 & Over \$6-2,499 \$3-2,499 Unit Andrescoggin 4,268 29.7 31.1 10.4 31.1 24.8 27.7 35.3 Oxford... 14.5 3.822 36.7 13.7 30.6 27.2 25.2 38.0 23.1 15.0 4,420 23.4 33.9 Lewiston 29.4 9.5 23.5 35.6 26.4 30.5 29.0 38.4 3,760 40.4 15.3 20.3 Auburn 8.9 4.297 30.8 10.2 31.3 24.8 27.7 35.1 12.0 38.7 13.7 28.7 24.3 24.1 32.6 29.4 Arocetook 28.9 4,257 38.3 12.0 32.6 26.0 19.3 24.8 9.8 36.5 5.9 3,468 38.5 15.8 34.1 33.4 22.1 34.7 5.3 18.1 Presque Isle 4.0 4,529 32.0 10.1 34.0 25.5 24.0 28.8 10.0 35.6 Sagadahoc. 6.9 3.577 38.9 15.5 32.7 31.1 23.3 35.4 5.1 18.0 4,150 24.0 36.2 Cumberland 62.3 33.2 11.5 29.3 28.2 36.9 9.3 27.8 Bath 3.9 3,814 35.3 13.2 33.1 29.5 25.4 6.3 34.4 Portland . . . 4,109 29.1 24.1 27.3 36.2 31.9 31.9 21.9 35.1 11.9 13.4 40.6 17.0 16.0 Waldo.... Brunswick 3.3 3,785 44.0 16.6 25.6 23.0 21.5 30.9 8.9 29.5 7.2 2,922 53.4 26.1 29.5 34.3 12.9 23.9 4.2 15.7 7.5 Washington South Portland 7.8 4.566 23.8 20.2 22.5 35.6 42.3 10.4 27.7 11.2 2.977 50.7 24.3 30.8 35.1 14.8 27.1 2.7 13.5 4.647 Westbrook 4.2 23.1 29.1 21.3 36.9 43.1 10.9 28.5 York.... 33.1 4.031 32.2 11.4 30.4 25.6 29.5 39.8 7.9 23.2 Franklin. 7.4 3,472 41.4 17.0 31.7 31.0 20.5 32.1 6.4 19.9 Biddeford ... 7.3 4,334 26.3 8.7 31.9 25.0 32.3 40.5 9.8 12.5 29.5 30.9 30.3 25.0 Sanford 11.1 27.8 Hancock 3,249 46.6 20.4 19.0 31.9 16.8 22.9 7.1 22.0 36.3 43.1 Kennebec... 28.6 4,118 34.6 12.0 25.6 33.8 9.5 29.2 3.7 4.231 31.6 10.6 29.5 23.7 29.5 38.1 9.4 27.6 4,143 4,460 27.7 12.8 22.7 Waterville ... 7.4 37.0 24.9 32.7 10.4 21.8 31.1 10.0 28.1 34.2 Total Above 7.2 29.6 22.5 33.3 Augusta.... 3,410 43.4 18.2 33.9 33.8 17.5 27.9 124.3 32.3 10.9 29.9 24.0 28.1 38.1 9.7 29.0 4,236 Rockland 3.6 3.068 38.7 15.1 34.3 31.8 20.4 30.2 37.5 13.8 30.6 28.8 24.1 34.0 7.8 25.4 Lincoln 6.3 3.073 48.8 22.8 30.7 34.0 16.4 29.0 14.4 316.2 3.870 O SM. 1955 Before using these figures, see explanation page 11

NOT THE BIGGEST IN SIZE BUT THE BIGGEST IN FAMILY BUYING POWER

Sanford's family income of \$7,448 again tops all cities in Maine regardless of size with \$2,717 more than the state average and \$913 higher than the next city . . . AND FAMILY INCOME IS WHAT DETERMINES YOUR SALES RESULTS.

You can sell more in Sanford because the families in

Sanford have more money to spend. Your sales costs are lower and your results per family are greater.

The Tribune and Advocate is everybody's newspaper and is a part of the daily lives of these high income families. Why not let it become your newspaper too if you want big sales results.

SANFORD TRIBUNE and ADVOCATE SANFORD, MAINE

Represented by The Julius Mathews Special Agency, Inc.



*The Pulse of Baltimore Jan. thru Dec., 1954 WCAO

The Voice of Baltimore

CBS BASIC . 5000 WATTS . 600 KC . REPRESENTED BY RAYMER

MARYLAND — Counties and Cities — (Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia,

TO HAT W	the le Cour Year	Pop.	N	UMBE	or O	UTLET	La Lynd	The street of the street	model and	Pop.	N	UMBE	R OF O	UTLET	8
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Annapolis	Anne Arundel	26.3	54	5	15	13	12	Hagerstown	. Washington	39.1	171	10	32	36	18
Baltimore	Baltimore	968.5	5,060	252	489	254	439	Hyattsville	. Prince Georges	16.1	23	2	8	7	3
Bethesda	Montgomery	60.1						Mount Rainier	. Prince Georges	16.6	15	4	2	-	3
Cambridge	Dorchester	11.9	62	7	10	13	6	Pocomoke City	. Worcester	3.5	24	5	11	11	2
College Park.	Prince Georges	15.0						Rockville	. Montgomery	14.2	11	1	5	9	2
Cumberland.	Allegany	38.4	155	10	28	47	20	Salisbury	. Wicomico	16.3	85	7	23	24	8
Easton	Talbot	5.8	33	3	14	12	6	Takoma Park	. Montgomery	15.9	14	3	6	2	5
Frederick	Frederick	19.8	73	9	21	27	6	Westminster	.Carroll	6.5	20	6	12	11	6

A MILES	Matro	0		TIMATI	E\$	4077	TIVE B	E		-	7/8	•	777	L SALES	1954			SALES ADVER INC CONTR	TIS-
CITIES	pelitan Area	Total	8.30	Fami-	Urban- ized	Not	%	Per	Per	Dollars	% of	Coun- ty	(le	FIVE ST	ORE GRO		S.AE ICAL	Buying	Qual-
		(theu- sands)	U.S.A.	(thou- sands)	Pepu- lation (thou- sands)	Dollars (add (000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- lly	Food	General Mdec.	Furn House- Radio	Auto- metive	Drug	Power	in- dex
Allegany	188	93.3	.0574	28.8	50.8	105,491	.0420	1,131	3,936	72,002	.0427	2,700	22,489	7,573	4,588	9,629	2,267	.0453	79
△Cumberland.		38.4	.0236	11.7		51,166	.0204	1,332	4,373	54,275	.0319		13,532	6,488	3,969	7,826	1,757	.0245	104
Anne Arundel	12	140.7	.0008	35.5	45.8	158,458	.0742	1,325	5,253	91,626	.0539	2,581	30,881	2,998	2,845	13,406	8,159	.0708	81
Annapolis		26.3	.0162	5.1		39,600	.0158	1,506	7,765	35,887	.0211	000	10,109	1,602	1,458	6,962	1,902	.0175	108
1Baltimore		1,320.2	.8121	377.3	1252.9	2,042,391	.8133	1,547	5,413	1,449,014	.8522	3,840	891,862	247,570	73,273	196,184	80,090	.0248	
f≜Baltimore		968.5	.5058	282.3		1,517,726	.6044	1,567	5,876	1,302,966	.7663	1 11	338,424	241,853	71,184	174,321	43,814	.6513	100
Calvert		13.4	.0082	3.2		10,487	.0042	783	3,277	7,032	,0041	2,196	1,963	579	62	1,204	162	.0049	
Caroline		19.0	.0117	5.0		17,845	.0071	939	3,187	21,658	.0127	3,868	4,048	473	589	3,606	403	.0097	1
Carrell		47.8	.0293	12.1	6.5	46,952	.0187	986	3,880	43,253	.0255	3,575	8,675	3,187	2,387	7,264	1,007	.0220	-
Westminster		6.5	.0040	1.8	3	8,796	.0035	1,353	4,887	17,097	.0101		2,883	1,330	1,087	3,574	675	.0050	140
Cocil		38.3	.0238	9.7	0.2	40,697	.0182	1,003	4,196	38,678	.0227	3,967	13,210	1,148	1,409	6,700	582	.0196	83
Charles		26.6	.0164	6.1		25,071	.0100		4,110	23,170	.0136	3,798	6,759	1,880	211	8,133	302	.0124	
Derchester		28.5	.0178	8.2	11.0	26,971	.0107	940	3,289	20,156	.0119	2,458	5,967	1,105	1,277	3,085		.0124	
Cambridge	1	11.9	.3073	3.6	3	13,775	.0055	1,158	3,826	15,236	.0000		3,637	979	1,246	2,678	281	.0000	95
Frederick		00.7	.0421	18.0	24.9	78,357	.0304	1,006	4,105	95,482	.0326	2,983	13,150	3,709	2,811	8,778	1,285	.0336	
Frederick		19.8			0	27,459			4,577		.0207	13	7,220	2,721	1,857	6,525		.0141	
Garrett		21.6				16,301			3,076		.0000		3,364	752	405	4,793		.0088	
Harlord		63.2	.0381	16.0	16.5	80,034	.0314	1,288	4,821	58,071	.0329	3,378	15,384	2,376	2,444	11,007	1,280	.0336	86
Howard		27.4	.0100	6.1	4.1	30,960	.0121	1,131	4,490	16,250	.0096	2,355	3,323	848	518	4,095		.0124	
Kent		14.2	.008	4.1	1 3.4	14,239			3,473		.0096	4,077	4,495		782	1,985		.0075	
Mentgomery		207.1			1 189.9	477,404			8,217		.1390	4,067	55,153		11,302	88,941	6,263	.1624	
Rockville		14.5				25,757			6,778				4,772	254	1,871	7,021	512		
Betheeda		60.1				145,372			8,653				15,539		2,923	19,116			
Takoma Park.		15.9	.009	4.1	8	35,541	.0142	2,288	7,898	14,053	.0082		5,900	828	1,843	3,000	1,141	.0116	117
Prince Georges		258.2			4 188.8	405,213			6,653		.0000	2,253	57,838	3,474		37,442			
Hyatteville		16.0				38,657			7,317		.0191	1	11,362		915		658		
College Park		15.0				33,836			12084		.0032		1,915		HEALT.	001 -0	11/1/25	.0090	
Mount Rainies		16.0				33,670			6,353				6,449		80	273	718		
Queen Annes		16.0				12,284			2,857		.0084		4,224		584	1,581			
St. Marya		39,1	.024	8,	4	43,214	.0173	1,10	5,141	23,405	.0130	2,786	8,622	1,156	855	3,631	251	.0170	73
Someroet		21.		-	-	18,170			3,021			20000				2,065			
Talbet		20.	3 .012	6.	2 5.8	21,285	1800	5[1,046	03,433	33,110	.0194	5,340	6,788	912	1,841	6,636	1,270	.012	8 101

t Gent, Mdee, sales include mail order catalog sales. See page 20.

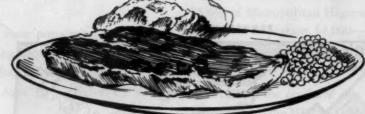
Battimere County combined with Independent City of Baltimore.

"Not Available.

A and A See end of state for SM Metropolitan County Areas
Before using these figures, see explanation page 11

© SM, 1955

Would you pay



twice for the same meal?

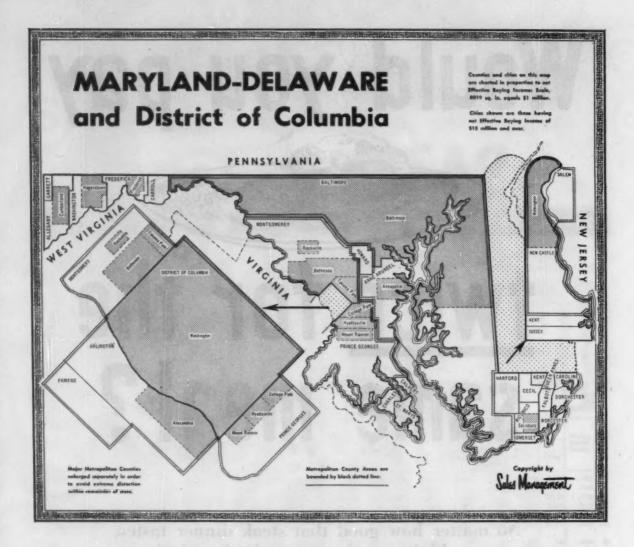
No matter how good that steak dinner tastes, you wouldn't pay the same check twice!

Unless you know the facts, advertising in Baltimore can eat up your budget... and you'll pay two tabs for just one "helping" of the Baltimore market.

When you advertise in the NEWS-POST, you buy an *unduplicated circulation!* You pay a ONE PAPER RATE...and you reach more than ONE-HALF of the Baltimore market.

Baltimore News-Post

A Hearst Newspaper, Represented Nationally By Hearst Advertising
Services with Offices in Principal Cities



DEL-MAR-VA, FAMED IN STORIES-AND SALES

WBOC

960KC 1,000 Watts Full time since 1940 81,070 Radio Homes

Mutual Network Affiliate

CONLAN: 64.1% of audience 6:00 AM-11:00 PM Sunday through Saturday. AT THE CENTER
OF THIS BIG,
FABULOUS
PENINSULA ARE
THESE GREAT
MEDIA.

RADIO-TV PARK, SALISBURY, MD.

WBOC-TV

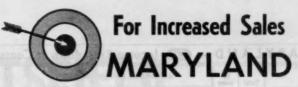
Channel 16 Established 1954
Tallest TV tower in Maryland
Serving 50,715 TV Homes

ABC, CBS, DuMont TV Networks

EXCLUSIVE TV COVERAGE . . . EXCLUSIVE MARKET

SERVING 301,000 POPULATION . . . \$430,000,000 ANNUAL RETAIL SALES

"A-List" Target HAGERSTOWN



THE FACTS:

An ABC city zone population over 50,000. Effective Buying Income in the Metropolitan Area is more than \$109,460,000!

Metropolitan Area Retail Sales are a solid \$77,438,000.

Whopping Potential for National Advertisers!

35.6% of Metropolitan Hagerstown wealth is in the all important \$4,000—\$7,000 income bracket—higher than the Maryland average, higher than the U.S.A. average.

You can hit the center of this quality market only through the HERALD-MAIL... with its 26,233 circulation.



National Representatives: BURKE, KUIPERS & MAHONEY, INC.

New York - Chicago - Atlanta - Charlotte - Oklahoma City - Dallas - San Francisco

	Metro-	6	POPULA ES 1/1	TIMATI	ES	AUTA I	TIVE B					Q	773	SALES	1984			ADVER ING CONTR	TIS-1
COUNTIES	politan Area	Total	5	Fami-	Urban-	Net	96	Per	Per	Dollars	4	Ceun-	(le	FIVE ST	ORE GRO		1	Buying	Qual-
		(thou- sands)	u.s.A.	(thou- sands)	Popu- lation (thou- sands)	Dollars (add 000)	% of U.S.A.	Gap- its	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Milse.	Furn House- Radio	Auto- mutive	Drug	Power Index	ity in- dex
Easton Washington △Hagerstown	197	5.8 84.6 39.1	.0520	1.8 24.1 12.2		7,962 109,460 60,520	.0436	1,294	4,423 4,542 4,961	22,651 77,438 59,227	.0133 .0458 .0348		3,690 21,338 14,763	302 7,145 6,526	1,214 5,139 4,168	4.550 13,070 10,314	2,008	.0063 .0459 .0273	88
Salisbury Wercester Pocomoke City		43.1 16.2 24.1 3.4	.0100	12.8 5.0 7.8 1.1	3.5	52,994 24,216 22,293 4,680	,0096 .0088	1,486 895	4,140 4,843 2,933 4,255	54,647 41,903 42,653 15,018	.0321 .0246 .0251 .0088		10.045 6,675 6,915 2,333	3,516 2,462 1,628 1,168	2,714 2,649 1,315 418	12,283 8,785 9,024 5,483	965 627	.0254 .0142 .0150 .0040	97
Total Above Cities	5	1,273.	.7837	368.4		2,063,733	.8220	1,620	5,602	1,749,014	1.0286		449,173	276,770	96,582	275,40	58,031	.8764	112
State Total		2,637.	1.6226	731.1	1841.0	3,932,626	1.5659	1,491	5.373	2.577,240	1.5157	3,521	699,153	324.801	121,184	432,12	80,086	1.5621	96
1 10 1	to a	. 1/6	, Kali	11/-			15/10	-	MA	RYL	AN	D-	- SM	Met	ropoli	itan	Coun	ty Ar	eas
Baltimore △Cumberland △Hagerstown	12 186 197	1,460. 93. 84.	3 .0574	26.8	50.8	2,228,879 105,491 109,460	.0420	1,131	5,399 3,938 4,542	1,540,640 72,602 77,438	.0427	3,732 2,709 3,213	422,443 22,469 21,338	280,868 7,873 7,145	76,368 4,588 5,139	209,58 9,62 13,07	2,287	.8953 .0453 .0459	79
Total of Areas		1,638.	8 1.0081	463.7	1388.4	2,443,830	.9731	1,491	5,270	1,690,680	.9944	3,648	488.250	265,286	86,095	232,28	58,153	.9868	98
ELECTRON			100	M	AR	YLA	ND	_	Sh) Inc	ome	Brea	kdow	n of C	onsun	ner S	pendi	ng U	nits
	Total	In-		NET	INCOM	E GROUPS,	1954					Total	In-		NET IN	COME G	ROUPS, 1	954	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2,49 % In Units con	6 9	500-3,99 % In- its com	15 1	6		16 n=	COUNTIES		Con- sumer Units (thous	per Con- sumer	\$6-2,496 % in Units cer	5	8	4,000-8,99 % In- inits com	1 %	% In-
Allegany	28.6 12.8 47.0 9.7	3,693 3,989 3,970 4,096	33.6 12 30.9 16 38.0 12 36.6 12	.4 28 .9 22	.7 23.1 .1 17.4	30.8 30		0.155	1.0	Baltin Baltin Calve Caroli	rt	. 438.1 . 332.3 . 3.4	4,567 3,046			17.9 3 30.7 1	2.4 35. 1.2 35. 8.3 30. 8.7 32.	15.8	39.5 38.9 18.2 15.3

O SM, 1955.

MARYLAND — Income Breakdown of Consumer Spending Units — (Continued)

100	Total	in-	9-12	100	IET IN	COME	GROU	PS, 19	64			Tetal	In-		,	NET IN	COME	GROU	PS, 18	54	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit 8	S0-1 White	% in- come	\$2,500 % Units	-3,000 % in-	\$4,000 % Units	4,000 55 10-	\$7,000 % Units	& Over % in-	COUNTIES	Con- sumer Units (thous.)	por Con- cumer Unit	\$0-2 Units	2,400 % In-	\$2,500 % Units	-3,999 % In- come	\$4,000 % Units	56,999 In- come	\$7,000 % Units	& Over
Currell	13.9	3,378	40.0	15.9	20.6	28.1	23.2	35.2	7.3	20.8	College Park	8.2	4,105	47.2	18.5	14.3	11.1	23.3	29.0	15.3	44.4
Westminster		3,157	47.3	20.1	26.3	26.6	19.5	31.8	7.0	21.7	Mount Rainer	5.5	6,073	13.4	3.0	18.3	9.6	40.9	34.5	27.4	82.8
Gecil		3,765	33.3	11.8	30.2	25.6	26.0	35.4	10.5	27.1	Queen Annes	4.7	2,635	59.1	30.1	23.0	20.0	13.0	25.3	4.9	16.6
Charles	7.0	3,588	36.1	13.5	28.6	25.6	26.2	37.3	9.1	23.6	St. Marys	13.3	3,240	48.6	18.1	26.6	26.3	22.9	38.2	6.9	19.3
Derchester	9.2	2,844	50.4	23.0	28.4	30.9	15.7	27.3	8.5	18.8	Someraet	6.8	2,656	54.5	27.5	28.4	34.2	13.4	28.0	3.7	12.4
Cambridge	4.3	3,186	45.3	19.1	28.8	28.9	19.3	30.9	6.6	21.1	Talbot	8.4	3,302	47.0	19.1	27.6	26.7	17.0	26.4	8.4	27.8
Frederick	22.4	3,412	40.5	15.9	29.5	27.7	22.3	33.5	7.7	22.9	Easton	2.1	3,707	40.1	14.5	28.8	24.8	19.1	26.8	12.0	34.2
Frederick		3,001	36.3	13.2	20.7	25.7	24.4	33.9	9.6	27.2	Washington	27.2	4,023	31.0	10.4	30.3	24.1	28.0	35.6	10.7	29.9
Garrett	6.1	2,083	53.7	26.8	28.2	33.5	14.0	28.6	4.1	13.1	Hagerstown	14.2	4,260	28.5	9.0	28.5	21.4	30.5	38.8	12.5	32.8
	115	50,57	1000		1000		101		1000	2010	Wicomice	14.4	3,687	38.8	14.2	29.0	28.2	22.8	31.6	9.4	28.8
Harford	21.4	3,744	36.0	12.9	26.9	23.0	26.2	35.8	10.9	28.3	Salisbury	5.7	4,257	32.0	10.1	27.3	20.5	27.4	33.0	13.3	36.4
Howard	7.6	4,105	32.6	19.7	26.1	20.3	27.4	34.2	13.9	34.8	Worcester	7.7	2,914	52.9	24.4	25.0	27.4	16.1	28.4	6.0	19.8
Kent	4.0	2,916	81.5	23.7	26.6	29.2	15.0	28.3	6.9	20.8	Pecomoke City.	1.3	3,562	40.0	15.1	26.3	23.6	23.8	34.2	9.9	27.1
Montgomery	85.8	7,280	16.4	3.0	14.3	6.3	29.9	21.1	39.5	80.6				-	Y	-		-			
Rockville		6,524	16.6	3.4	17.9	8.8	33.3	26,1	32.2	61.7	Total Above		100								
Takoma Park		6,013	21.1	4.7	17.8	0.3	31.2	26.6	30.2	59.4	Cities	421.6	4,550	28.7	8.5	25.2	17.7	30.7	34.6	15.4	39.2
Prince Georges.	82.2	5,541	20.6	5.0	18.3	10.5	37.8	35.0	23.4	49.5		-	-	-		-	-	-	-	-	
Hyattaville	5.3	8,407	12.8	2.7	15.4	7.7	41.3	33.0	30.8	50.6	State Total	854.7	4,601	29.4	8.6	24.3	16.9	30.1	33.5	16.2	41.0

MASSACHUSETTS — Counties and Cities — (Other New England States: Connecticut, Maine, New Hampshire, Rhode Island, Vermont.)

Mass. ste	rte map—page 432.	Pop.	N	UMBE	R OF C	UTLET	8			Pop.	N	UMBEI	e of O	UTLET	
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	P	GM	FHR	A	D
Adams-Renf	rew Berkshire	11.8						Melrose	Middlesex	28.3	58	6	7	8	13
Arlington	Middlesex	46.7	86	13	14	15	16	Methuen	Essex	25.9	79	7	4	15	
Athol		11.9		5		12	6	Middleborough	Plymouth	10.8	37	5	10	7	4
Attleboro	Bristol	25.0		7		15	4	Milford	Worcester	15.8	63	8	20	14	
Barnstable	Barnstable	11.9	54	10	17	14	6	Natick	Middlesex	23.0	42	6	13	9	
Belmont	Middlesex	28.2	68	6	7	10	21	Needham	Norfolk	20.7	29	3	11	10	-
Beverly	Essex	30.8	107	6	18	16	12	New Bedford	Bristol	108.2	554	45	76	67	6
Boston	Suffolk	811.0	3,182	361	524	191	424	Newburyport.	Essex	14.3	72	5	11	14	1
Braintree	Norfolk	26.5	38	- 4	5	9	7	Newton	Middlesex	86.2	145	17	34	18	39
Brockton	Plymouth	65.0	251	26	51	32	26	North Attlebon	o. Bristol	12.5	34	5	9	8	-
Brookline	Norfolk	60.8	127	9	37	19	40	North Adams.	Berkshire		99	12	23	20	- 1
Cambridge	Middlesex	119.0		38	59	43	57	Northampton.			71	10	15	25	1
Chelsen	Suffolk	38.5	200	23		22	24	Norwood	Norfolk	17.6	49	9	12	13	13
Chicopee	Hampden	53.2		7		20	18	Palmer			48	5	7	9	-
Clinton		12.4		6		11	7	Peabody	Essex	24.2	87	10	3	11	1.
Danvers	Essex	16.6		3	8	8	3	Pittsfield	Berkshire		163	12	35	35	1.
Dedham	Norfolk	20.2	40	5	7	7	6	Plymouth	Plymouth	14.4	65	7	14	11	1
Everett	Middlesex	45.9	172	16	23	14	28	Ouincy		86.6	216	29	53	42	4
Fall River.	Bristol	111.8		57	86	46	47	Revere			140	11	11	13	19
Fitchburg.	Worcester	43.1	155	12		30	23	Salem		42.6	164	17	35	21	1
Framingham	Middlesex	30.9	82	12	28	18	12	Somerville	Middlesex	103.1	367	30	28	25	4
	Worcester	19.5		9		20	11	Southbridge			62	7	14	13	10
Gloucester		25.7		11	26	9	11	Springfield			533	56	138	71	77
	ngton. Berkshire	7.2		5		10	5	Taunton		41.5	133	13	25	27	14
Greenfield	Franklin	18.3		7	16	16		Wakefield	Middlesex		54	6	11	9	1
Haverhill		48.2		21	41	27	8,	Waltham			145	17	26	23	2
Holyoke		55.0		20		29	30	Watertown			88	6	10	17	11
Lawrence		79.1	476	37	95	36	45	Webster	Worcester		63	9	9	9	
Leominster.	Worcester	25.0		7	21	23	10	Wellesley	Norfolk	23.2	31	8	10	11	
	Middlesex			25		31	41	West Springfiel			64	2	12	11	1
	Enex	103.8		31	62	50	41	Westfield			62	2 5	18	19	1
Malden		61.6		17	27	25	36	Weymouth		36.9	79	16	10	15	1
Marlborough		16.3		5	18	15	7	Woburn	Middlesex	20.8	75	9	9	10	-
	Middlesex	66.3		9		20	29		Worcester		654	71	127	91	71

that in	Metre-			TION TIMATE	ES	4077A	TIVE B			1/10		0	777	L SALES	1954	in hi		SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urben-	Net	«	Per	Per	Dollars		Goun- ty	(ir	FIVE ST	of dollars		e gal	Buying	Qual-
		(thou- eands)	U.S.A.	(thou- sands)	Population (thou-	Dollars (add 600)	U.S.A.		Fam- illy	(add 900)	% of U.S.A.	Salee Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- metive	Drug	Power	in- dex
Barnstable Barnstable	100	81.7 11.9 137.8	.0073	3.7	12.0	72,671 19,300 214,710	.0076	1,614	4,328 5,192	77,847 28,635	.0157	4,634	23,922 7,412	2,278 1,080 11,895	2,928 944 7,815	10,169 5,944 25,780	2,886 761 3,445	.0346	137
▲ Pittsfield	100	55.1	70000	16.3	andre.	95,171		1,580	5,839	152,162 76,351		3,684	41,485	8,053	4,265	12,363	26.774		

A and A See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11 © SM, 1955.

IN PITTSFIELD

Progress is also Our Most important Product ... Thanks to GE.

Since the progress of a market determines the sales that an advertiser can expect, we will start our progress story with a report comparing 1954 with 1953. Hope you did as well.

1953	1954	Gain
135.400	137.600	2,200
\$206,109,000	\$214,710,000	\$8,601,000
	152.162.000	615,000
		1.056,000
		31.000
3,324,000	3,445,000	121,000
	135,400 \$206,109,000 151,547,000 40,429,000 7,584,000	135,400 137,600 \$206,109,000 \$214,710,000 151,547,000 152,162,000 40,429,000 41,485,000 7,584,000 7,615,000

GENERAL ELECTRIC COMPANY

And here's how our biggest employer, the General Electric Company, contributed to the progress of everyone in this market.

For the second time in its history, General Electric had a weekly payroll in excess of \$1,000,000—more than \$52,000,000 in 1954 plus employe benefits averaging \$734 per employe in addition to their regular pay.

Employment was at an all-time high of 10,400 people—more than double that of ten years ago. Several new buildings costing many millions of dollars were completed and in operation. More than \$7,000,000 was spent by General Electric for local services, such as light, heat, power and supplies.

IN ADDITION . .

In addition to General Electric, 15 other big and important diversified industries maintained top em-

ployment and top wages, thus adding their share to our progress . . . while providing solid bedrock for continuing prosperity and growth.

Many hundreds of new homes were completed and occupied. The household needs of these new homeowners . . . plus the free-spending resulting from the high wages of most Pittsfield families . . . added a big boost to normally high retail sales.

THE BERKSHIRE EAGLE

Likewise, The Berkshire Eagle made its contribution to the progress of Pittsfield with more and better local news, greater circulation and a better opportunity for its advertisers to get even better results. The Berkshire Eagle, offering better than 100% coverage of the city zone and 78% coverage of the entire metropolitan county area, is today better equipped to help you do the big sales job ahead.

Family for family, the Pittsfield market is the most responsive mass market in the state.

THE BERKSHIRE EVENING EAGLE

PITTSFIELD, MASS.

Represented by The Julius Mathews Special Agency, Inc.

All figures quoted from copyrighted Sales Management "Survey of Buying Power, 1955"

The NORTH ADAMS Market Continues to Grow

This expanding sales area, located in the northern part of Berkshire County is completely isolated—self-contained and free from the influence of other cities or outside newspapers. It's a market of 48,288 people,

The modern stores in North Adams, Adams and Williamstown regularly supply the needs of the 14,500 wage earning and farm families in this area who have an average family income of \$4872 per year.

1954 retail sales in the city zone alone reached the total of \$45,580,000 (\$3617 per family), an increase of nearly \$3,000,000 over 1953.

The North Adams Transcript reaching 100.8% of the homes in the city zone and 95% coverage of the outside areas, is the only medium that will give your advertising messages the family penetration that is so necessary—at a most economical cost.

The North Adams Transcript

North Adams, Mass.

Represented by The Julius Mathews Special Agency, Inc.

	Metro-	O O	POPULA ES 1/1	TION TIMATE	3	COTA !	TIVE BI					•	372	SALES	1954			ADVER ING	TIS-
COUNTIES	politan Area	Total	95	Fami-	Urban-	Net	- S	Per	Per	Dollars	95	Coun-	(în		of dollars		Avr. 3	Buying	Qual-
		(thou- sands)	% of U.S.A.	(thou- sands)	Population (thou- sands)	Dollars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power	Quality In- dex
North Adams Great Barring-		22.1	.0136	6.8		81,708	.0126	1,435	4,662	28,051	.0163		6,924	2,192	1,647	5,905	647	.0140	103
ten		7.2	.0044	2.3		11,096	.0044	1,541	4,824	12,490	.0073	8-1	3,347	373	403	1,967	344	.0353	
Adams Renfrew		11.8	20000	3.4		17,672			5,198	10,677	.0063		3,889	837	557	1,143	256	10069	
A New Bedford	46	398.5 106.2		120.7	343.9	565,290 156,619			4,683	389,443 129,756	.0763	3,227	118,618 40,840	26,996	25,517	54,751 17,416		.2302	

For PROFITABLE Selection of Markets

Since a market is only as good as your chances of selling it, its basic market data should be "weighted" by such factors as available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only show the *net worth* of the market . . . in terms of your selling chances . . . but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.



Continuous expansion and diversification of industry in Greater New Bedford has produced economic stability.

This "Industrial Revolution" also has brought increased buying power.

Increased BUYING POWER

Total Buying Power in 1954 reached a new high of \$339,602,000 . . . an increase of \$31,531,000 over 1953.

Increased RETAIL SALES'

Total Retail Sales in 1954 were the highest in the market's history, reaching a total of \$269, 889,000 . . . an increase of \$1,205,000 over 1953.

Increased FOOD SALES*

Total Food Sales reached a new peak of \$85,571,000 in 1954 . . . surpassing 1953 by \$2,190,000. (The year 1953 also was a new high in food sales.)

Increased CIRCULATION'

Daily circulation of The Standard-Times reached a new high of 60,188 for the six months ending Sept. 30, 1954. Sunday Standard-Times circulation climbed to 50,824 in the same period.

*All figures are for Greater New Bedford - plus Cape Cod and "The Islands" (Martha's Vineyard and Nantucket).

In 1954 Cape Cod and "The Islands" had the largest summer tourist business of their history. Visit this beautiful summer playground in 1955, have the time of your life, and see for yourself this "plus portion" of the Greater New Bedford Market.

The Standard-Times

"The Nation's Best-Read Newspaper"

BASIL BREWER, Publisher

ONE PAPER COVERAGE: CITY ZONE 94%, ENTIRE MARKET 85%

Represented by Story, Brooks & Finley, Inc. -

TAUNTON'S BUYING POWER IS REAL SALES POWER

Tounton's family income—highest of Bristol County's three largest markets is based on its many diversified industries that keep employment and wages at high levels the year 'round. Total annual income is \$55,640,000.

Taunton wage earners produce bronze art goods, proprietary medicines, sporting goods, textile products, silverware, plastic products, stoves and ranges, leather goods, rubber products, marine gears, jewelry, apparel.

Retail sales \$43,491,000—another high—\$3849 per family—\$278 above the national average. Food sales per family \$1142 are 32% above average—drugs 40%.

The Taunton Gazette is the big selling influence here... close to 100% coverage of the city zone families. No other newspaper can do a worthwhile job in Taunton... Bristol County's best large market.

TAUNTON GAZETTE

Established 1884

Represented by:

The Julius Mathews Special Agency, Inc.

TAUNTON, MASS.

MAS	SA	CH	US	ETT	rs-	(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Visited	Motre-	0	POPULA ES 1/1	TION TIMATI	ES	SOUTA !	TIVE B					J	277	L SALES	-1954	9 1		SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	*	Fami-	Urban- ized	Net	%	Per	Per	Ooliara	*	Coun-	(li	FIVE ST	ORE GRO			Buying	Oual
		(thou- eands)	U.S.A.	fies (thou- sands)	Population (thou-sands)	Dellars (add 000)	of U.S.A.	Gap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
▲Fall River		111.8	.0688	33.3		185,378	.0619	1,390	4,666	126,673	.0745		37,035	9,917	12,971	18,486	3,979	.0671	98
Taunton		41.5	.0255	11.3		55,640	.0222	1,341	4,924	43,491	.0056		12,912	1,948	2,282	6,235	1,642	.0239	94
Attleboro		28.0	.0154	7.6		39,984	.0159	1,599	5 261	23,757	.0140		5,742	802	1,523	4,300	705	.0152	90
North Attleboro		12.5	.0077	8.7		18,975	.0076	1,518	5,128	17,658	.0104		5,362	405	588	1,544	448	.0085	110
Dukes	1	8.7	.0035	1.0		6,719	.0026	1,179	3,733	7,715	.0945	4,286	3,241	200	574	710	414	.0034	97
Enecu	18	845.5	.3338	166.2	486.5	881,387	.3510	1,616	5.303	582,000	.3247	3,322	174,336	32,975	27,638	72,323	16,816	.3400	101
Lynn		103.8	.0639	31.3		178,689	.0711	1,721	5,708	120,817	.0710	1	38,689	8,934	5,295	18,919	3,346	.0896	100

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

Circulation Figures You Can TRUST!

... The Only ABC Newspaper in Lynn, Mass.

LYNN ITEM

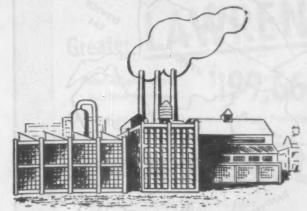
REPRESENTED BY JOHNSON, KENT, GAVIN & SINDING, INC., NEW YORK . CHICAGO . BOSTON . SAN FRANCISCO . LOS ANGELES

Not a REview . . . but a PREview

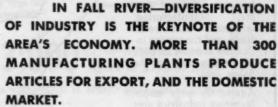
of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGE-MENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between Surveys, "High-Spot Cities" alerts you to changes in the making . . . each month.

FALL RIVER

RETAIL SALES TOTALED \$126,673,000.00 IN 1954



RETAIL SALES OF \$126,673,000 IN 1954 INDICATE THE HIGH BUYING POWER THIS DIVERSIFICATION HAS CREATED.







ONE NEWSPAPER — THE HERALD NEWS — EFFECTIVELY COVERS THIS RICH INDUSTRIAL MARKET—WITH A COVERAGE OF OVER 90% IN THE FALL RIVER ABC TERRITORY.

FALL RIVER
THERALD REWS
Covering This Rich, Industrial Market Exclusively and Completely

KELLY-SMITH COMPANY

National Representatives

NEW YORK LOS ANGELES CHICAGO DETROIT SAN FRANCISCO
PHILADELPHIA SYRACUSE BOSTON ATLANTA

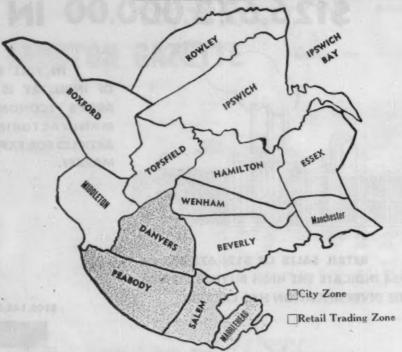
Source 1948 Census of Business Sales Management 1955 Survey of Buying Power

THE SALEM EVENING NEWS COVERS THIS IMPORTANT MARKET

RETAIL TRADING ZONE

A consumer potential of 148,000 in a highly developed industrial center. Manufacturing, wholesale and retail trade, and the service industries account for 88% of employment in the Salem area.

Among the large manufacturing industries are:
3 Sylvania Electric plants, 2 C.B.S. Hytron plants, Bomac Laboratories, A. C. Lawrence Leather Tanneries, United Shoe Machinery Corp., Metal Hydrides, Inc., Parker Games, Aulson Tanning Machinery, Atwood and Morrill Valve Co., and Eastman Gelatine.



SALEM EVENING NEWS

SALEM

"The Witch City"

MASS

Represented by The Julius Mathews Special Agency

IbA REN			POPULA ES 1/1	TION TIMATI	E8	# POTTA	TIVE B					•	277	L SALES	1954			BALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	of .	Fami-	Urban- ized	Not	<i>a</i>	Per	Per	Dollars	•	Coun-	(lin	FIVE 51	ORE GRO	add 000)		Buying	Ouni
		(thou- sands)	% of U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- lly	(add 000)	of U.S.A.	ty Salos Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- mative	Drug	Power Index	ity in- dex
Lawrence Salem Haverbill	wrence 79.1 .0487 23.9					119,114 70,228 76,334	.0280	1,649	4,984 5,780 5,123	100,150 67,748 82,926			20,577 17,718 17,885	6,229 7,232 4,578	8,610 3,179 4,006	12,210 8,093 8,187	1,580	.0827 .0312 .0305	110

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



Definitely, the trend in

Greater LAWRENCE is



Total effective net **BUYING Income**

\$199,663,000 UP from the 1953 figure of \$196,872,000

96 out of every 100 Greater Lawrence families with MORE to SPEND are readers of the

Lawrence EAGLE-TRIBUNE

The ONLY MORNING newspaper in Essex County, Massachusetts

The LARGEST EVENING circulation In Essex County, Massachusetts

New Feature at End of Each State

Immediately following the metropolitan areas at the end of each state you will find a new table that breaks down the consumer spending units for counties and cities in the state . . . by these income brackets: \$0-\$2,499; \$2,500-\$3,999; \$4,000-\$6,999; over \$7,000.

HAVERHILL (MASS.) GAZETTE

A very stable and excellent sales market with All Sales Classifications in line with Population and Income:

\$52,926,000 *RETAIL SALES, 1954 **FOOD SALES, 1954** \$17,885,000 **GENERAL MERCHANDISE, 1954** \$4,578,000 FURNITURE, HOUSEHOLD, RADIO, 1954 \$4,006,000 **AUTOMOTIVE, 1954** \$8,187,000

**Plus 100% Coverage in Haverhill ABC City Zone

- * Sales Management 1955 Survey of Buying Power * Dec. 31, 1954 ABC

WARD-GRIFFITH CO., INC. National Representatives

GEORGE W. McLAUGHLIN **Business and Advertising Manager**

AN INVITATION TO PROFITS

The GLOUCESTER market—34,000 people, has a long list of successful campaigns to its credit.

Advertisers who have put their cash on the line through advertising in the Gloucester Times have returned year after year to keep people sold and invite new customers for their products.

If you haven't experienced the sales power of this newspaper, you just don't know what your competitors are getting—what you're missing.

The Gloucester Times provides a hard hitting sales impact with 104% coverage of the city zone and 82% coverage of the retail trading zone.

When you advertise in the Gloucester market you reach 34,000 people—\$48,603,000 buying income and an opportunity to share in the retail sales total of \$38,777,000.

Data: Survey of Buying Power

GLOUCESTER DAILY TIMES

Gloucester, Mass.

Represented by The Julius Mathews Special Agency, Inc.

Philip S. Weld, Publisher

MASSACHUSETTS - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Motro-	0		ATION TIMATI	ES	(COTT)	TIVE BI	E				0	770	L SALES	1954			SALES ADVER ING CONTR	TIS-
CITIES	politan Area	Total	Œ.	Fami-	Urban- ized	Net	ez .	Per	Per	Deliars	OZ.	Coun-	(lie	FIVE ST	of dollars			Buying	Qual-
		(thou- sands)	of U.S.A.	lies (thou- sands)	Population (thou-sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdso.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Gloucester		25.7	.0158	7.8		37,957	.0151	1,477	4,866	30,442	.0179		9,801	2,324	2,076	2,482	1,165	.0161	102
Beverly		30.8	.0189	9.2		50,611	.0302	1,643	5,501	25,954	.0152		9,016	1,280	1,000	5,455	1,106	.0184	97
Newburyport		14.3	.0088	4.2		21,409	.0085	1,407	5,007	19,022	.0113		6,600	919	420	2,804	820	.0094	107
Peabody		24.2	.0149	6.9		39,055	.0150	1,614	5,060	16,657	.0098		6,101	529	226	2,124	1,024	.0137	92
Methuen		25.9	.0159	7.6	3	40,166	.0160	1,551	5,285	14,647	.0086		6,892	193	177	1,941	368	.0138	87
Danvers		16.6	.0102	3.8	3	27,392	.0100	1,650	7,208	13,967	.0082		-4,597	488	827	1,554	341	.0100	
ranklin		55.0		17.2	25.8	79,006	.0315	1,430	4,883	89.157	.0348	3,430	16,238	3,713	3,047	10,721	1,206	.0330	1
Greenfield		18.3		5.1	1	30,178	.0120	1,649	5,917	34,021	.0300		8,073	2,964	2,374	8,025	688	.0143	
Hampdon	141	393.8	.2423	115.1	347.3	664,890	.2847	1,888	5,742	457,981	.2894	3.955	120,523	40,175	27,738	74,283			1
▲Springfield		168.7	.1038	49.6	6	302,343	.1204	1,792	6,096	257,976	. 1817	1	89,947	81,941	18,020	41,824	8,390		
▲ Holyoke		55.0	.0338	16.8	8	87,672	.0349	1,594	5,219	76,317	.0449		22,770	5,782	5,514	9,673	3,110		
Chicopee		53.2	.0327	13.6	9	84,762	.0038	1,591	6,098	34,637	.0301		11,316		844	6,260			
Westfield West Spring-		22.0	.0135	6.0	6	36,019	.0143	1,637	5,457	27,586	.0162		5,918	1000	1,048		602	.0147	
field		22.3	.0137	6.1	5	36,882	.0147	1,654	5,674	23,747	.0140		7,991	331	764	6,377	506	.0143	104

A and A See end of state for SM Metropolitan County Areas.

© SM. 1955.

Before using these figures, see explanation page 11.

NEWBURYPORT—SALES CENTER FOR 51,000 PEOPLE

Family income averages \$5,571 for the entire area. 10 leading industries support its high economy and provide an annual income of \$82,314,000 — retail sales were \$54,400,000.

The Newburyport News provides a direct tie-in with this active market—provides that extra readership that means extra sales.

And don't forget these 51,000 people have a backlog of \$35,000,000 in savings bank deposits which can also be tapped if your product appeals to them.

Your advertising in The News reaches 96% of the families in the city zone and 41% of the entire trading area and makes you a part of the buying decisions of these able-to-buy families.

Data: Survey of Buying Power

NEWBURYPORT DAILY NEWS

Newburyport, Mass.

Represented by The Julius Mathews Special Agency, Inc.

Philip S. Weld, Publisher

HAVE YOU EVER COUNTED 187,341 PEOPLE?

That's how big the Holyoke city and retail trade area is, based on the latest ABC information

The rich suburban areas that surround Holyoke and make up its retail trade zone bring a constant flow of buyers into Holyoke stores creating an ever expanding sales market —a market that is easy to reach because one newspaper serves more of the families and provides low cost volume sales. And that one newspaper has been the main source of news and buying information for the city and the well-to-do suburban area families in many cases for three and more generations.

235 big and busy industrial plants plus the many service and retail shops provide more than 40,000 pay envelopes each week amounting to a total of nearly a quarter billion dollars income per year.

With 83% coverage of all homes in the city zone and 50% of the trading area, The Transcript-Telegram is the proven way to reach these high income (\$5,931) families that live here—work here and spend here.

The HOLYOKE TRANSCRIPT-TELEGRAM

HOLYOKE, MASS.

31,650 families

Represented by The Julius Mathews Special Agency, Inc.

26.246 Circulation

est metropolitan daily

Represented Nationally by GILMAN, NICOLL & RUTHMAN w York, Philadelphia, Chicago, Bost San Francisco, Los Angeles

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

Please note:

For sales action in Massachusetts'

For sales action in Massachusetts'

Food - sales market

Food - best day, Thursday

AUTOMOTIVE - tie in with

"Riding with Russell" column,

every Friday

Greenfield Recorder-Gazette

FRANKLIN COUNTY'S OWN NEWSPAPER

THREE TIMES GREATER COVERAGE
of Franklin County than near-

12,437 net paid (9/30/54). Evenings except Sunday. .09 per agate line b.&w., .13 black & one color. Liquor and other beverage advertising accepted.

More and more new industries are moving to

WALTHAM

AVCO . . . POLAROID . . .



THE NEWS-TRIBUNE · WALTHAM · MASS.
REPRESENTED BY JOHNSON, KENT, GAVIN & SINDING INC.

Use the
News - Tribune
It gets results in this

fast-growing area

MASSACHUSETTS - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Matro-	0		TION TIMATE	E8	(E)//A	TIVE B			-		O	777	L SALES	1954	un on	3,929	SALES ADVER INC	TIS-
COUNTIES	politan Area	Total	gg.	Fami-	Urban- ized	Not	*	Per	Per										
	almer	(thou- sands)	of U.S.A.	lise (thou- eands)	Population (thou-sends)	Dollars (add 600)	of U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Buying Power Index	Qual- ity In- dex
Palmer		11.0	.0068	3.1		19,642	.0078	1,786	6,336	15,494	.0091		4,349	599	559	3,555	381	.0000	118
Hampehire	141	93.3	.0574	24.6	59.5	138,770	.0563	1,487	5,641	73,030	.0429	2,969	18,873	3,671	2,853	11,349	2,174	.0520	91
Northampton		30.1	.0185	7.1		43,384	.0173	1,441	6,110	32,965	.0194		6,986	2,116	1,300	6,438	958	.0182	98
Middleeex	18	1,126.8	.0931	317.9	996,1	1,994,207	.7941	1,770	6,273	948,967	.5581	2,983	281,520	83,831	35,208	147,648	31,554	.7031	101
Cambridge		119.0	.0732	33.1		226,127	.0900	1,900	6,833	137,300	.0808		33,001	18,245	5,877	24,317	3,691	.0839	115
Lowell		95.7	.0589	27.5	1	142,878	.0500	1,493	5.190	110,028	.0647		30,719	9,144	5,767	10,634	2,695	.0596	101
Somerville		103.1	.0634	28.7		166,180	.0862	1,613	5,790	74,832	.0440		28,623	3,694	2,130	14,916	2,750	.0590	93
Malden		61.6	.0379	17.8		102,549	.0408	1,665	5,761	61,871	.0302		18,785	4,404	2,286	9,248	2,223	.0388	102
Newton		86.2	.0630	23.6	-	236,677	.0942	3,746	10029	63,913	.0076		22,798	870	3,150	13,576	3,787	.0600	130
Waltham		51.4	.0316	13.2		83,464	.0332	1,624	6,323	61,574	.0362		16,002	9,944	3,226	7,330	2,017	.0338	107
Medford		66.3	.0408	17.9	100	115,920	.0403	1,748	6,476	44,841	.0264		13,640	642	958	7,007	1,581	.0392	98
Watertown		38.7	.0238	10.3		78,907	.0314	2,039	7,661	39,791	.0234		17,989	712	477	7,826	913	.0275	116
Parmingham		20.0	0100	0.5		48 197			E 499	SC ROE	0990		16, 179	10.710	9 799	8 909	1 079	0020	191

€ SM, 1955.

| 10,177| 10,716| 2,793| 5,288| 1,072| .0230| 121 | Before using these figures, see explanation page 11

THE NORTHAMPTON MARKET For Stable Volume Sales or Testing

Perfectly Balanced Market

- Big-name manufacturing plants—steady work, high wages
- Heavy proportion of prosperous trade and professional people
- One of state's top farm income counties
- Famous education centers—4 colleges

Northampton's family income of \$6110 is \$836 above the U.S.—totaling \$138,770,000—65% is concentrated in the over \$4000 bracket. Hampshire families shop in Northampton whose stores produce 45% of the county's sales, 58% of general merchandise, 54% of automotive, 46% of furniture-household and 44% of its drug sales.

The Daily Hampshire Gazette reaching 86% of the families in the city zone—66% in the entire retail trade area and 52% of the county, influences brand preferences throughout the entire market area.

DAILY HAMPSHIRE GAZETTE-Northampton, Mass.

Represented by The Julius Mathews Special Agency, Inc.

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

LOWELL, MASS. DOMINANT CITY IN NORTHERN MIDDLESEX COUNTY

Serving a Trading Area of More than 55,000 Families with an Annual Family Expenditure of \$227,000,000

ALWAYS A HIGH SPOT MARKET!



THE LOWELL SUN

Only Daily Newspaper in Lowell

LOWELL SUNDAY SUN

Only Sunday Newspaper in Lowell

National Representatives: Story Brooks & Finley

Both Showing a Continuing Steady Growth . . .

> LOWELL SUN 40,609 LOWELL SUNDAY SUN 27,260

Only through the Sun may an advertiser obtain adequate penetration. Let us establish proof.

SELL BOTH MASS AND CLASS At Low Advertising Cost

It's a real advertising buy—effective coverage of Marlboro-Hudson's prosperous wage-earning families and the well-to-do countryside communities of Concord, Maynard, Bedford, Acton and Sudbury.

Steady high wages enabled Marlboro-Hudson families to pour \$26,854,000 into retail cash registers last year. Food sales alone averaged \$1,134 per family—\$266 above the national family average.

Only the Marlboro Enterprise-Hudson Sun cover and penetrate this multiple city market—and at remarkably low cost per sale.

... and, in addition, all this for just pennies more.

For slight additional cost you can schedule the five-town weeklies and tap the big optional buying power of the fine homes of the Concord-Maynard-Bedford-Acton-Sudbury market.

A "RESULT" PACKAGE Marlboro Enterprise—Hudson Sun

and the Five-Town Weeklies

Marlboro, Mass.

Represented by The Julius Mathews Special Agency, Inc.

	Metro- politan Area	POPULATION ESTIMATES 1/1/55				EFFECTIVE BUYING INCOME ESTIMATES—1984				RETAIL SALES ESTIMATES—1984								SALES AND ADVERTIS- ING CONTROLS	
		Total	%	Fami-	Urban- ized	Net Dollars (add 000)	of U.S.A.	Cap- Ft	Par		of U.S.A.	County Salee Per Facs- ily	(in thousands of dollars—add 000)					Buying	Qual
		(thou- eands)	of U.S.A.	iles (thou- sands)	Population (thou-sands)				Fam- liy				Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Everett Arlington Marlboro-		45.9 46.7	.0282	12.7 12.9		72,250 80,851		1,574		29,513 30,971	.0173		10,582 10,633	1,315 789	1,645 941	4,677 7,580	1,471 1,158	.0252	
Hudeon Woburn		24.7 20.8		7.6 5.4		59,093 31,400		1,588	5,144 5,816	28,854	.0158		8,819 8,308	1,818	1,009 412	4,158 2,822	617 628	.0186	
Belmont Wakefield		28.2 21.6	.0133	8.0 6.1		58,457 41,902	.0167	2,073 1,940	6,800	21,409 19,835	.0126		8,818 5,387	2,905 465	286 591	8,720 5,829	1,420 604	.0189 .0145	10
Marlboro Melrose Natick		16.3 28.3 23.0	.0174	4.9 8.2 6.7		26,002 55,619 35,832	.0221	1,598 1,968 1,558	6,788	17,987 17,759 14,380	.0106		5,420 6,907 4,879	828 375 357	1,063 433 1,389	3,689 3,094 1,879	399 689 587	.0104 .0177 .0125	10
Nantucket		3.5		1.1		4,001			3,637	7,174	.0042	1	2,324	252	200	872	278	.0025	
Vorfolk		433.7 86.6		123.7 25.2	340,1	861,308 159,211			6,963 6,318	376,189 113,493	.2213		119,792 36,361	10,532 10,148	13,573 4,253	78,310 19,262	3,155	.2912 .0624	11
Brookline Wellesley		60.8	.0143	6.4		109,320 65,727	.0262	2,833	9,788 10270	67,230 31,739	.0396		20,994 7,125	857 1,055	3,481 553	18,539 7,084	2,925 1,072	.0531	18
Norwood Weymouth		17.6 36.9	.0227	10.9		32,434 62,500	.0346	1,694	6,901 5,735	22,420 22,003	.0120		8,672 6,302 5,737	754 181	1,384 943	3,654 5,590 4,403	667 983 558	.0126 .0209	9
Dedham		26.5 20.2 20.7	.0124	8.8	5	55,001 39,268 51,379	.0150	1,944	7,759 7,139 8,563	15,496 14,371 14,489	.0092		5,162 5,726	564 471	848 319 716	3,213 3,960	625 625	.0128	10
hymouth	20	204.6	,1260	62.1	120.3	307,266 105,578	.122	1,80	4,803 5,253	215,803 90,213	,1201	3,438	85,482 25,160	11,919	9,954 6,021	33,623 13,798	5,794	.1244	1
Plymouth Middleborough		14.4	.0089	3.1	5	21,805 16,905	,006	1,530	6,256 5,283	16,783 12,784	.0096	3	8,872 3,592	958 352	506 727	2,613 1,337	503 243	.0070	0 1
Buffolk	18	921.4	.5660	265.	7 921.4	1,544,220	.614	1,67	5,812	1,407,987	.8280	5,299	327,057	278.089	73,613	135,227	39,576	.6892	2 1

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.



Housewives are More at Home with the Boston Globe

An impartial survey (by Burke Marketing Research) reveals that

THE BOSTON GLOBE REACHES MORE HOUSEWIVES IN THE HOME — DAILY AND SUNDAY — THAN ANY OTHER BOSTON PAPER

Get all the facts about Boston home coverage. For your copy of the Burke Survey, write

The Boston Globe

Cresmer & Woodward, Inc. New York, San Francisco, Los Angeles Scolaro, Meeker & Scott Chicago, Detroit The Leonard Company Miami Beach, Florida

How Boston Newspapers Rank

Latest Boston Linage as compiled by Media Records, Inc.
Year 1954
Newspapers listed in order of dally linage
TOTAL DISPLAY

	Daily	Sunday
1st HERALD-TRAVELER	10.961.867	9,755,38
2nd Globe	7,869,598	8,423,183
3rd Record-American	7,810,320	3,041,40
4th Post	6,855,519	4,099,600
GENER	AL DISPLAY	
	Daily	Sunday
Let HERALD TRAVELED	2 849 404	1 429 25

	Daily		Sunday
Ist HERALD-TRAVELER	2,869,404		1,638,256
2nd Globe	2,060,650		1,227,620
3rd Record-American	1,344,246		788,010
4th Post	917,096		852,345
AUTOMOTIVE DISPL	LAY		
	Daily	1	Sunday

	AUTOMOTIVE DISPLA	Y		
×		Daily	1 .	Sunday
	1st HERALD-TRAVELER	919,051	1	187,473
	2nd Globe	770,861		204,411
	3rd Post	749,039		93,089
	4th Record-American	483,896		216,124
	RETAIL DISPLAY			
		Daily		Cundan

	Daily	Sunday
Ist HERALD-TRAVELER	6,782,177	7.894.802
2nd Record-American	5,901,697	2,026,723
3rd Post	5,045,495	3,135,469
4th Globe	4,875,826	6,973,948

The BOSTON HERALD and TRAVELER

. . . First-Rate for selling Boston!

Represented Nationally by GEO. A. McDEVITT CO., Inc.
New York • Chicago • Philadelphia • Detroit • Pittsburgh

MASSACHUSETTS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

	Matro-	0		TION TIMATI	ES	AGITA.	TIVE B					0	2///	SALES	-1954			SALES ADVER INC	TIS-
CITIES	politan	Total	%	Fami-	Urban- ized	Not	~	Per	Per	Dollara	4	Coun-	(lin		of deliars			Buying	Oual
		(theu- eards)	u.s.A.	liee (thou- eande)	Pepu- lation (thou- sands)	Dellars (add G00)	U.S.A.	Capita	Fam- lly	(add	u.s.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metive	Drug	Power Index	lty in- dex
AtBoston Cholesa Bevere		811.0 88.5 37.9	.0237	230.7 10.5		1,374,778 58,550 57,005	.0233	1,521	5,959 5,577 5,378	43,513	.0256		294,215 18,967 10,000	375,081 1,421 460	70,442 2,086 488	120,257 6,680 6,228	1,833	.0072	102

t Comi. Mése. sales incluée mail order catalog sales. See page 20. and A Sea and of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11 © SM, 1955

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.

NEW ENGLANDERS CERTAINLY LIVE WELL! THEY CONSUME MORE GROCERY PRODUCTS THAN ANY OTHER GROUP OF THE SAME SIZE

Can we ever forget that New Englanders have always been connoisseurs of good food. Examples? Who needs to be reminded of the merits of New England Clam Chowder, of Maine's Fish Chowder and Lobsters? Beans and Brown Bread of Boston? Apple Pie for breakfast? Or Cape Cod Oysters? Vermont's Maple Syrup is known from Coast to Coast. New Englanders—as a group—are among the longest-lived people in the United States. Perhaps it is because they eat so well.

\$2,250,000,000 a year is the size of the Grocery Bill of the six New England States. This is greater than the total of 14 large States lying west of the Mississippi. It amounts to about \$900 a year for each family; and this notwithstanding the fact that almost one-quarter of New England's families live in rural areas and grow some—if not most—of their own food.

NEW ENGLAND HOUSEWIVES PRESENT A PROFITABLE CHALLENGE TO YOU.

The 9,600,000 persons in the New England States are served by 237 wholesale and 24,000 retail grocers, an average of 400 housewife customers per retailer. Of these ALL of the wholesalers and more than 14,000 of the grocery retailers (the largest, most alert and most progressive) are readers of YANKEE FOOD MERCHANT.

Here is an immense market for any product sold through a grocery store. If you have anything to sell from an alimentary paste to a zebra cleaner here is a most receptive and discerning market. It can be reached through its own New England tabloid newspaper.

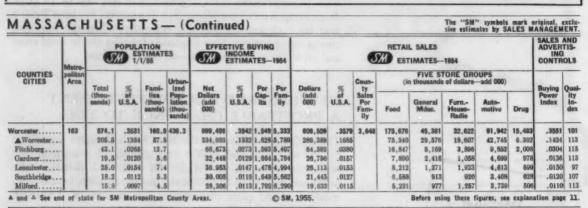


YANKEE FOOD MERCHANT

The Newspaper of the NEW ENGLAND Food Market

376 BOYLSTON STREET . BOSTON 16, MASS.







New England District Managers of food products agree:

Worcester's Retail Grocery Sales Potential Far Exceeds Worcester's Wholesale Figures



Arthur D. Tilton New England Sales Manager, for the Quaker Oats Co.



Harry L. Shedd, Jr. New England District Sales Manager, for the Borden Food Products Co.



Arthur F. Rush New England Sales Manager, for the Kellogg Sales Company



Theron L. Beattie New England Regional Sales Manager, for Sunsbine Biscuits, Inc.



George A. Rader
New England District Manager,
General Foods Sales Division,
General Foods Corporation



John W. Lightbody District Manager, New England, for Standard Brands, Inc.



District Sales Manager, New England, for the Colgate-Palmolive Company

Wholesale head-

quarters of three major chains operating 75 super markets here, are OUTSIDE of the Worcester Market. Retail sales remain the one true measure of Worcester's grocery volume.

28th Food Market in the Nation with \$175,676,000 in Retail **Grocery Sales**

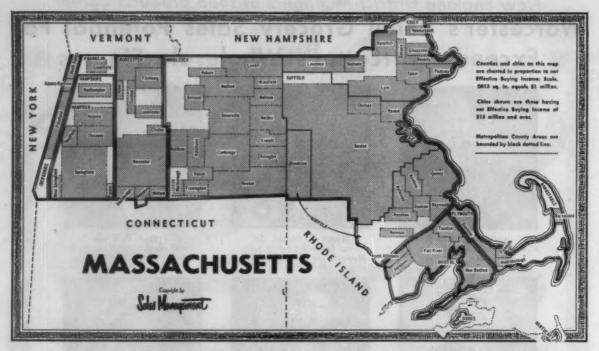
Source: SALES MANAGEMENT 1955 Survey of Buying Power; further reproduction not licensed.

Worcester Telegram-Gazette Circulation: Daily 156,818; Sunday 104,429.



WORCESTER, MASSACHUSETTS George F. Booth, Publisher

> MOLONEY, REGAN & SCHMITT, Inc. National Representatives



	Metro-		POPULA ES 1/1	TION TIMATI	E8	A COLLAND	TIVE BI						2//2	SALES	1954			SALES ADVER INC	TIS-
COUNTIES	politan Area	Total	-	Fami-	Urban-	Net		Per	Per	Dollars		Coun- ty	(le	FIVE ST			Buvine	Qua	
		(thou- eands)	of U.S.A.	lies (thou- sands)	Papu- lation (thou- sands)	Dollars (add 000)	of U.S.A.	Gap- ita	Fam- ily	(add 000)	u.s.a.	Sales Per Fam- Ily	Food	General Milse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- de:
Clinton Athol Webster		12.4 11.9 13.6	.0073	3.5 3.5 3.9		18,293 19,169 21,781	.0073 .0076 .0087	1,611		16,219 15,500 15,094	.0095 .0092 .0093		5,060 4,292 5,479	903 405 1,025	1,284 1,075 760	2,378 2,953 1,544	411 382 424	.0080 .0080 .0088	110
Total Above Cities		3,717.7	2.2867	1,064.1		6,373,323	2.5376	1,714	5,989	4,600,328	2.7055		1,253,760	535,049	245,796	648,934	137,565	2.5384	111
State Total		4,945.2	3.0019	1442.4	4219.1	8,223,945	3.2748	1,863	5,702	5,334,024	3.1370	3,698	1,488,885	557,994	263,170	747,708	161,238	3,1869	108
MASSA	CH	IUS	ET.	TS-	- 0	M M	etrop	olit	an	Count	y Ar	eas			4				
Brockton	18 20	3,027.4			2763.1 120.3	5,281,122 307,200			6,046 4,893			3,781	902,705 65,482	411,427 11,919	150,032 9,954	433,508 33,623	101,510 8,794		
New Bodford	48	396.5	.2461	120.7	343.9	885,290	.2251	1,419	4,063	389,443	.2290	3,227	118,618	25,906	25,517	84,751	13,105	.2302	84
Pittafiold Springfield-	100	137.8	.0846	41.3	107.9	214,710	.0065	1,560	5,199	152,162	.0095	3,684	41,485	11,896	7,615	25,780	3,448	.0006	103
Holyoke Wercester	141	487.1 574.1	.2907 .3531	140.4	406.8		.3200			531,011 608,500		3,782 3,848	139,196 175,676	43,846 45,381	30,591 32,622		17,257 15,483	3,136 .3551	
Total of Areas									-	5,182,131				551.464	256.331	725.236	***	3,1134	404

	Tutal	in- come		N	ET IN	COME	GROU	P3, 19	54			Total	In-		1	NET IN	COME	GROU	PS, 195	54	
COUNTIES	Consumer Units (thous.)	per Con- sumer Unit	\$0-2 % Units	,499 % in- come	\$2,800 % Units	-3,900 % in- come	\$4,000 % Units	% In-	\$7,000 % Units	& Over	COUNTIES	Con- sumor Units (theus.)	per Con- sumer	\$0-2 Units	2,400 % in- come	\$2,500 % Units	in-	\$4,000 Whits	96 10-	\$7,000 % Units	% in-
Barnetable	18.1	4,005	35.4	12.6	30.1	25.5	25.9	35.2	8.6	28.7	Fall River	36.2	4,287	23.8	9.6	30.2	23.9	31.3	39.8	0.7	28.7
Berkshire	45.5	4,722	26.5	8.0	25.4	18:3	35.1	40.4	13.0	33.3	Taunton	12.8	4,433	28.3	9.1	29.2	22.4	32.3	39.6	10.3	28.9
Pittafield	18.7	5,005	23.5	6.6	22.1	14.8	38.9	41.6	15.5	37.0	Attlebero	8.1	4,943	23.6	6.8	27.6	19.0	33.7	37.1	15.1	87.1
North Adams	7.2	4,413	26.7	8.6	30.3	23.3	32.5	40.2	10.5	27.9	Dukes	1.9	3,568	41.6	18.7	31.0	29.5	20.1	30.6	7.3	23.2
Great			1000		10000						Essex	183.8	4,796	26.2	7.8	26.0	18.4	34.2	39.8	13.6	35.0
Barrington	2.6	4,316	32.5	10.8	27.9	22.0	28.9	36.3	10.7	30.9	Lynn	37.0	4,831	25.3	7.4	34.0	18.9	87.2	41.9	13.6	33.8
Adams-Renfrew	3.7	4,716	21.3	6.5	27.3	19.7	30.6	45.6	11.8	28.2	Lawrence	27.3	4,350	27.6	9.8	29.8	23.3	32.0	40.0	10.6	27.7
Oristol	128.9	4,385	29.0	9.4	20.3	22.7	31.2	38.8	10.5	29.1	Salem	14.3	4,921	23.4	8.8	25.9	17.9	36.5	40.4	14.2	34.9
New Bedford	36.9	4,246	30.6	10.3	29.9	23.9	29.9	38.3	9.6	27.5	Haverhill	17.1	4,462	30.4	9.7	27.1	20.7	30.5	37.1	12.0	32.5

O SM, 1955.

Before using these figures, see explanation page 11

There is only *one* market you can sell effectively by using a Boston radio station. That market is

GREATER BOSTON

In Boston, one station leads all the others. That station is

WEEI

...WITH A 59.3% LEAD IN QUARTER-HOUR WINS; 29.6% GREATER DAYTIME SHARE OF AUDIENCE; 23.0% LARGER NIGHTTIME SHARE OF AUDIENCE!

If you want to reach any *other* New England market, any study will show that you must buy the stations in those markets.

Most of them are CBS Radio stations, too!

WEEI SELLS BOSTON BEST

CBS Owned • Represented by CBS Radio Spot Sales

MASSACHUSETTS — Income Breakdown of Consumer Spending Units — (Continued) **NET INCOME GROUPS, 1954 NET INCOME GROUPS, 1954** per Conper Con-COUNTIES COUNTIES \$2,500-3,999 \$4,000-6,989 \$7,000 & Over \$2,500-3,998 \$4,000-6,999 \$7,000 & Over Unit \$ Gloucester ... 4,497 28.1 8.9 27.7 20.9 82.2 30.0 Middlesex... 5,331 24.7 6.6 23.2 14.8 34.3 35.1 Beverly 10.3 4,895 4,345 27.0 7.9 24.0 18.7 34.5 38.3 14.5 37.1 Cambridge ... 50.1 4,517 34.6 11.0 24.6 18.5 28.1 33.8 12.7 36.7 Newburyport. 4.9 20.2 9.9 28.4 22.2 30.9 38.7 10.5 29.2 Lowell 31.8 4,493 30.0 9.5 28.0 21.2 29.9 38.2 19.1 33.1 7.9 4,936 Peabody 23.9 8.8 26.3 18.1 87.1 41.0 18.7 34.3 42.5 Somerville . . 33.1 5.015 21.4 6.1 25.0 18.9 39.1 14.5 34.5 30.6 25.2 28.0 22.3 24.5 17.0 Franklin. 4,124 31.3 10.8 20.2 22.2 6.2 24.4 18.3 38.3 41.0 15.1 4,398 4,893 4,901 32.2 40.0 36.4 40.5 9.2 7.2 7,940 Greenfield ... 8.9 28.5 10.4 28.5 Newton. 29.8 22.5 4.0 17.3 7.4 29.2 20.0 31.0 26.1 17.7 20.7 12.3 23.8 16.0 135.9 8,615 5,708 5,057 Hamoden . . . 24.8 14.3 35.3 Waltham. 18.6 23.0 8.5 35.5 38.5 15.4 37.3 40.1 **38.2** 40.0 **43.0** 23.9 16.6 Medford . . . 20.3 18.3 4.6 30.9 26.0 20.1 Holyoke 18.2 4,550 26.9 8.4 34.3 40.9 11.9 30.6 14.3 Everett..... Chicopee 4,784 38.5 43.8 7.4 17.7 24.9 23.0 18.3 13.6 32.5 Woburn.... 6.1 5,192 21.4 5.9 25.4 16.6 37.9 39.7 15.3 37.8 Westfield.... 6.7 28.8 18.5 23.2 35.5 39.1 4,775 6,042 7.3 14.5 35.7 Marlborough 8.4 24.3 7.3 28.3 20.1 33.5 38.2 13.8 34.4 5,106 6.5 26.6 17.7 34.8 37.0 15.6 19.6 4.6 19.7 11.1 35.8 33.1 Melrone 9.2 23.9 51.2 14.6 23.3 41.9 3.844 15.6 23.8 21.0 25.5 34.1 12.6 33.2 29.2 25.2 35.5 O SM. 1955 Before using these figures, see explanation page 11

Table of Contents appears on pages 1, 3 and 5

MASSACHUSETTS — Income Breakdown of Consumer Spending Units — (Continued)

	Total	In- come		,	ET IN	COME	GROU	PS, 19	54			Total	In- come		,	NET IN	COME	GROU	PS, 19	54	
CITIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$6-2 % Units	% (n- como	\$2,800 Units	3-3,999 % in- come	\$4,000 % Units	-6,999 in- come	\$7,000 Whits	in-	COUNTIES	Con- sumer Units (thous.)	por Con- sumor Unit \$	90-1 % Units	2,499 % in- come	\$2,500 % Units	-3,999 % In- come	\$4,000 % Units	% In-	\$7,060 % Units	% in-
Norfolk	145.2	5,933	22.4	5.4	20.9	11.9	34.7	31.9	22.0	80.8	Gardner	6.6	4.890	20.4	6.0	31.3	21.8	35.1	39.0	13.2	33.2
Quincy	28.5	5,578	20.0	8.1	20.6	12.6	40.0	39.0	10.4	43.3	Leominster	7.8	4,786	23.5	7.0	27.3	19.4	36.3	41.5	12.9	32.1
Plymouth	69.1	4,446	29.8	9.8	29.5	21.0	30.8	37.6	.6 10.9 31.0 .2 10.5 29.3	31.0	Southbridge	6.0	4,972	19.6	5.8	27.9	19.1	38.2	41.8	14.3	33.5
Brockton	23.9	4,400	20.1	9.4	28.6	22.1	31.8	39.2		Milford	5.5	5,135	19.3	5.3	24.4	16.1	41.7	44.2	14.7	34.4	
Plymouth	5.2	4,206	31.3	10.8	31.3	25.3	27.5	35.6	9.9	28.5	Clinton	4.0	4,616	24.4	7.5	29.1	21.4	34.3	40.5	12.2	30.6
Middleborough.		4,549	27.9	8.7	28.7	21.5	32.3	38.6	11.1	31.2	Athol	4.4	4,378	25.6	8.3	33.8	26.3	21.3	38.9	9.3	26.5
Suffolk	341.3	4,525	30.8	9.5	27.2	20.5	30.0	36.1	13.5	33.9	Webster	4.8	4,571	24.7	7.7	26.5	19.7	37.4	44.5	11.4	28.1
Boston	304.5	4,515	30.6	9.7	27.2	20.4	29.6	35.8	13.6	34.1						-		-			
Chelsea	12.9	4,524	27.4	8.7	28.5	21.4	33.0	30.6	11.1	30.3	Total Above	1 9									
Revers	12.1	4,706	23.2	7.0	28.1	20.3	36.3	42.0	12.4	30.7	Cities	1136.0	4,757	27.5	8.3	26.1	18.6	32.9	37.8	13.5	35.5
Worcester	192.4	4,623	26.7	8.3	27.0	19.9	34.2	40.1	12.1	31.7						-		-		-	
Worcester	73.0	4,585	29.4	9.1	28.7	19.0	32.7	38.9	.9 12.2 33.0	State Total	1001.3	4,862	27.2	8.0	25.6	17.9	32.9	36.8	14.3	37.3	
Fitchburg	14.9	4,586	28.7	8.0	27.8	29.6	35.1	41.5							1				1		

MICHIGAN — Counties and Cities — (Other East North Central States:

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Michigan state	map—page 436	Pop.	N	UMBEI	a or O	UTLET	5	THE REPORT OF THE	Pop.	1	TUMBE	R OF O	UTLET	S
City	County	thous.)	F	GM	FHR	Λ	D	City County	thous.	F	GM	FHR	A	D
	Lenawee		57	7	29	26	6	IronwoodGogebic	11.	48	7	13	13	4
Albion	Calhoun	11.1	26	3	8	10	3	IshpemingMarquette	9.	21	4	7	8	3
Allen Park	Wayne	31.4	13	-	4	-	3	JacksonJackson	53.	143	13	34	46	32
Alma(29	6	11	14	3	KalamazooKalamazoo	59.	151	26	47	49	31
Alpena	Alpena	13.6	42	9	8	17	7	LansingIngham	100.	209	19	54	68	48
Ann Arbor	Washtenaw	50.1	78	11	42	27	21	LapeerLapeer	6.	7 20	6	14	12	3
Battle Creek (139	20	35	46	31	Lincoln Park Wayne	44.	61	4	12	14	8
Bay Cityl	Bay	56.3	190	16	48	37	27	Livonia	31.	2 *				
Benton Harbor1	Berrien	21.0	79	7	23	22	14	LudingtonMason	9.	7 37	6	22	11	
Berkley (Dakland	22.2	26	3	3	2	3	Manistee Manistee	10.	40	7	14	13	1
Birmingham (Oakland			4	12	13	7	MarquetteMarquette	17.	8 42	6	11	14	
Cadillac	Wexford	10.8		5	11	10	5	MenomineeMenominee			3	10	12	3
Charlotte1	Eaton	7.2	28	5	10	10	5	Midland Midland			5	15	18	
Coldwater1			28	5	10	17	4	MonroeMonroe					17	-
Dearborn				14	48	37	22	Mount Clemens Macomb				15	18	1
		1919.6		355		666	802	Mount Pleasant, Isabella					18	
East Detroit !			33	2	11	3	10	MuskegonMuskegon				45	49	24
East Lansing 1	ngham	23.1	7	1	3	1	5	Muskegon Heights Muskegoa				- 11	10	-
	Wayne		55	3	4	8	3	Niles Berrien				10	18	
Escanaba	Delta	15.4	54	7	15	16	8	OwossoShiawassee					15	5
Ferndale(50	5	15	15	7	Petoskey Emmet				14	12	4
Flint			422	45	97	102	77	Plymouth Wayne				8	16	
Grand Haven	Ottawa	10.2	33	5	14	16	5	Pontiac Oakland				40	61	27
Grand Rapids	Kent	187.4		57	134	112	90	Port HuronSt. Clair					28	17
	Montcalm	7.7	21	4	0	13	6	River RougeWayne					11	3
Grosse Pointe	Wayna	6.9		3	6	13	6	Roseville Macomb				5	4	1
Grosse Pointe		0.7	**	3	0		0	Royal OakOakland				24	21	13
	Wayne	14.9	17	- 1		6		SaginawSaginaw					44	39
Grosse Pointe		AW. P			~	-	0	Sault Ste. Marie. Chippewa					14	
****	Wayne	16.2	11	2	2	- 4	3	South HavenVan Buren					12	1
	Wayne			16	41	12	19	Springfield Place-		- 20	3	3	10	
Hastings	Dawn	6.6		5		11	4	LakeviewCalhoun	18.					
Hazel Park(Dality	23.7	56	4		11	6	St. Claire Shores. Macomb			2		12	
Highland Park				14		19	25	St. Joseph Berrien				12	5	
Hillsdale	Willadele	7.5		6		18	2	St. Joseph Berrien St. Joseph				15	13	
Holland	Ottomo			8		18	10						25	10
Howell	Livingston	16.6	20			13		Traverse City Grand Traver				14	5	10
Inkster	Marma	30.6		3 2		13	3	WayneWayne Willow RunWashtenaur.				1	3	
Ionia	wayne	30.6				40	3					22	23	13
				4		12	4	WyandotteWayne				22	23	10
Iron Mountain	DICKINSON	9.2	41	4	15	13	4	YpsilantiWashtenaw	19.	9 40	0	15	23	10

	Metro-	0	POPULA ES 1/1	TION TIMATI	ES	AG//A	TIVE BI		-			•	773	L SALES	1954			SALES ADVER INC CONTR	TIS-
CITIES	politan Area	Total	%	Fami-	Urban- ized	Not	~	Per	Per	Dellara	30	Coun-	(in		ORE GRO		V.	Buying	Ouni-
Alcona		(thou- eands)	U.S.A.	fies (thou- sands)	Pepu- lation (thou- sands)	Dellars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity j in- dex
Alcona		8.0	.0036	1.0		4,788	.0019	808	2,980	5,501	.0033	3,438	1,724	412	30	990	109	.0027	78
Algor		9.7	.0000	2.8	4.3	11,018	.0044	1,136	3,935	7,723	.0045	2,758	2,320	1,031	384	1,034	253	.0047	78
Allogan	1	61.0	.0314	18.4	12.6	59,977	.0238	1,176	3,895	48,778	.0287	3,167	13,547	2,050	1,293	8,243	954	.0200	85
Alpana	-	23.1	.0142	8.5	13.6	27,280	.0100	1,181	4,197	24,800	.0146	3,815	7,018	2,666	587	4,298	658	.0127	89
Alpena		13.6	.0084	3.9		19,036	.0076	1,400	4,881	20,495	.0121	-	5,711	2,399	522	2,885	655	.0091	108
Antrim		11.0	.0068	3.4		9,000	.0036	827	2,676	8,513	.0050	2,504	2,817	320	159	412	284	.0047	69
Arenac		9.9	.0061	2.8		9,486	.0038	958	3,388	9,770	.0067	3,489	2,103	612	284	2,057	217	.0048	79

*Not Available.

€ SM, 1955.

Before using these figures, see explanation page 11.

Sell More in Home-Owning MICHIGAN!



Whether it's paint, floor coverings, home appliances or what have you . . . you can't match Michigan anywhere in the States for home-owner sales potential! Michigan paces the nation with a home-owner figure of 67.5%.

Booth Newspaper circulation goes home to 70% of all homes in 8 great markets with a total population of 2,117,944.

... Total Booth circulation (publisher's statement) is now 434,819 . . . up 8,100 over one year ago!

When it's Michigan distribution you want, Booth Newspaper schedules and dealer merchandising contacts can really give it to you. Call a Booth man and let him give you specific facts regarding your products.

Call your Booth man today!

A. H. Kuch 110 E. 42nd Street New York 17, N. Y. Oxford 7-1280 Sheldon B. Newman 435 N. Michigan Ave. Chicago 11, Illinois Superior 7-4680 Brice McQuillin 785 Market Street Son Francisco 3, Calif. Sutter 1-3401 Wm. Shortliff 601 Ford Building Detroit 26, Michigan Woodward 1-0972

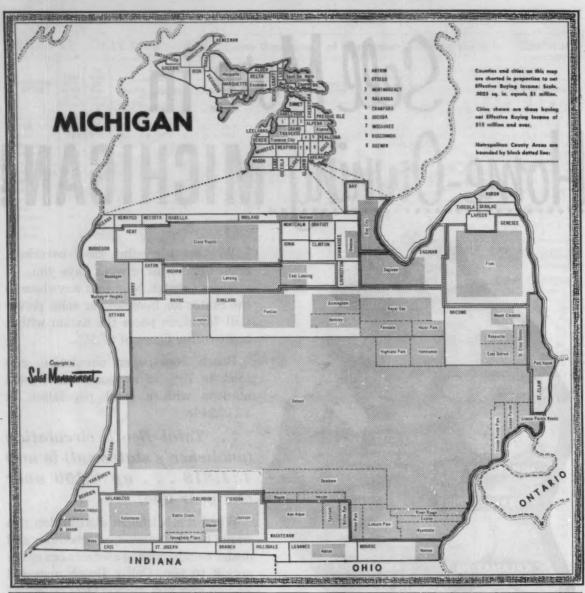
8 BOOTH Michigan Newspapers

"YOUR MICHIGAN MARKET OUTSIDE DETROIT"

GRAND RAPIDS PRESS . FLINT JOURNAL . KALAMAZOO GAZETTE . SAGINAW NEWS JACKSON CITIZEN PATRIOT . MUSKEGON CHRONICLE . BAY CITY TIMES . ANN ARBOR NEWS

MAY 10, 1955

435



M	1	C	н	1	G	A	N	_	(Continued)
		~			~				(Communed)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro	•	POPULA ES 1/	ATION STIMATI	ES	A STA	TIVE B	E	- 1			•	277	L SALES	-1954			BALES ADVER INC CONTR	T13-
COUNTIES	politan Area	Total	- W	Fami-	Urban- ized	Net	«	Per	Per	Dollars	æ	Coun-	(li		TORE GRO			Buying	Oual
		(thou- sands)	of U.S.A.	(thou- eande)	Population (thou- oands)	Dollars (add 000)	U.S.A.	Gap- lia	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- mative	Drug	Power Index	ity in- dex
Baraga		7.9	.0048	2.3		6,949	.0028	880	3,021	5,729	.0034	2.491	1,719		96	590	108	.0034	71
Darry		28.8		8.9		36,303		1,261		23,248		2,612	6,692		1,182	3,597	688	.0148	
Hastings		6.6		2.2	81.9	10,860 144,388		1,645		14,122	.0063		3,112	300 11,043	1,076 6,739	2,777 18,301	409 3,698	.0085	
Bay City		96.7 56.3				92,715			5,213 5,552	103,259 82,986	.0488		20,021	10,117	8,789	13,171		.0400	
Benzie		8.2	.0051	2.5		7,610	.0031	928	3,044	8,400	.0000	3,398	2,871	420	418	1,243	418	.0040	78
Bertien		134.3	.0626	41.8	8.88	190,296	.0788	1,478	4,777	154,282	.0907	3,718	42,162	10,928	5,897	27,502	6,296	.0832	101
St. Joseph		88.4	.0199	10.8		58,908	.0884	1,818	5,775	88,908	.0394		18,978	7,101	8,600	11,087	8,878	.0875	188
Benton Harbor.		21.0	.0129	6.6		35,218	.0140	1,677	5,336	48,915	.0288		11,308	4,417	2,448	9,063	2,425	.0182	141
Niles		14.8	.0001	4.7		26,192	.0104	1,770	5,573	26,336	.0155		7,787	2,279	799	8,642	900	.0117	1
St. Joseph		11.4				23,690			6,581	17,388	.0106		4,004	- 2,744	1,161	2,604	953	.0093	
Oranch		33.4		9.8		39,328		1,177		31,908	.0188		7,900	1,693	1,029	5,804	828	.0176	
Coldwater		9.2	.0087	3.0		13,250	.0063	1,440	4,417	18,639	.0110		3,684	1,354	673	3,738	477	.0071	125

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955. Before using these figures, see explanation page 11.

The Detroit News Published 38,999,424 LINES OF ADVERTISING in 1954

51% of all advertising carried by the three Detroit Newspapers



DETROIT NEWS' linage leadership is based on its proven ability to produce best. In 1954, The News not only carried more advertising than both other Detroit newspapers combined, but INCREASED its linage in every major classification.

THE DETROIT NEWS reaches more families in the Detroit retail trading area than any other Detroit newspaper. Detroit area residents *prefer* The News because it prints more news day after day.

As a result, in this area, The News has 69,830 more weekday circulation than The Free Press; 50,545 more than The Times. Sundays, The News has 160,793 more than The Free Press, 114,028 more than The Times. And 83% of this circulation is delivered directly to the home weekdays, 76% Sundays, by exclusive Detroit News' carriers.

1954 Advertising Record

NEWS 38,999,424 lines

Free Press 18,981,479 lines

Times

18,966,767 lines

Source: Media Records

The Detroit News

THE HOME NEWSPAPER

Weekday Circulation 442,656-Sunday Circulation 549,629 ABC 9/30/54

Eastern Office: 110 E. 42nd St., New York 17 • Miami Beach, Florida: The Leonard Co., 311 Lincoln Read Chicago Office: 435 N. Michigan Ave., Tribune Tower, Chicago, Ill. • Pacific Coast: 785 Market Street, San Francisco, Colif.



Battle Creek Retail Trading Area

AN IMPORTANT PIECE OF MICHIGAN

• Population 214,665

• Total Retail Sales \$248,589,000

• Spendable Income \$344,930,000

• Total Food Sales \$62,655,000

• Total Drug Sales \$8,666,000

Automotive Sales \$76,804,000

... and only the BATTLE CREEK ENQUIRER and NEWS covers this growing Michigan Market!

BATTLE CREEK ENQUIRER and NEWS

FEDERATED PUBLICATIONS, INC.

Represented Nationally by
SAWYER FERGUSON - WALKER - COMPANY
NEWSPAPER PUBLISHERS REPRESENTATIVES

MICHIGAN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SALES AND

	Metro	0		TION TIMATI	E8	ACT N	TIVE BI		_			0	773	SALES	1954			ADVER ING CONTR	TIS-
CITIES	politan Area	Total	% of	Fami-	Urban- ized	Net	% of	Per	Per	Dollars	% of	Coun- ty	(ln		of deliare			Buying	Qual-
		(thou- sands)	u.s.A.	fies (thou- sands)	Population (thou-sends)	Dollars (add 000)	u.s.A.	Gap- ita	Fam- ily	(add 900)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Calhoun	176	135.3 \$2.2 11.1	1,0000	39.6 16.4 3.1		217,749 94,259 17,050	.0375	1,600 1,806 1,536	5,748	157,401 101,657 14,593	.0928 .0597 .0086		40,528 23,337 3,789	33,150 11,900 711	7,325 8,350 853	33,523 23,817 3,188	6,007 4,068 378	.0878 .0431 .0073	134
Lakeview Case		18.1 32.4 13.8 13.3		5.4 10.2 3.0 3.6	7.6	32,158 39,312 12,303 10,991		892	5,955 3,854 3,155 2,892	6,197 24,613 12,102 14,634	.0037 .0144 .0072	2,413 3,103	2,453 8,738 3,678 4,305	510 886 867	1,378 406	3,970 1,896 1,488		.0097 .0162 .0063	81 74
Chippewa		30.8 18.9	.0188	8.8 5.3 3.3	18.9	36,832 26,278 12,329	.0147	1,208	4,333 4,958	34,380 28,139 10,589	.0202	4,041	9,438 6,778 3,128	3,768 3,351 723	1,102 1,006	4,247 3,748 1,727	543 413 471	.0172 .0125	91
Clinton		34.0 4.2 32.1	.0200	9.8	7.3	39,796 3,694 35,581	.0158	1,170		23,688 5,138 29,804	.0139	2,495	8,843 1,580 9,388	1,137 326 4,070	991 75 1,462	5,252 931 3,212	472 91	.0163	78 86
Escanaba Dickinson Iron Mountain-		15.4				20,208 28,283			4,393 3,721	20,608 28,837	.0121		6,045 7,424	3,164 2,566	1,252 1,342	2,474 3,651	604 444	.0008	
Kingsford Iron Mountain Eaten		9.5 43.1	.0057		18.9	18,530 12,200 58,200	.0049	1,326	4,418 4,519 4,120	19,939 17,866 39,002	.0230	2,817	5,348 4,690 10,883	2,328 1,021	1,049 944 2,215	8,017 2,736 8,869	1,335	.0090 .0067 .0233	118
Charlotte Emmet Petoskey		7.5 16.6 6.6 306.8	.0104	4.1	6.8	11,059 18,049 8,542	.0072	1,000	5,026 3,760 4,068	13,982 21,979 17,733	.012	4,579	3,005 4,902 3,412	513 2,250 1,799	855 1,123 874	4,589 4,787 4,014	590 460	.0058 .0098 .0056	91 137
AFlint		177.4 9.1 28.4	.1091	53.:	5	8,250 30,140	.1421	2,011	6,284 6,706 3,304 23,769	410,683 326,136 8,171	.1918	8 3,266	103,477 82,661 2,148 7,120	33,577 31,009 278 2,484	20,276 19,376 334	98,596 79,538 1,722 4,489	13,175 47	.1504	138
Ironwood Grand Traverse. Traverse City.		31.1 31.1	.0069	8.	10.4	14,073 35,816 21,916	.0056	1,268	4,139 4,316 4,764	27,336 18,193 40,952 37,564	.010	4,934	4,592 8,775 7,255	1,831 8,418 5,322	1,476 1,888 1,530	8,060 9,030 8,901	434	.0074	100

A and A See end of state for SM Metropolitan County Areas.

© 8M, 1955.

Before using these figures, see explanation page 11.

LANSING ... Michigan's fastest growing city

Metropolitan Lansing's (Ingham County) population gained 32.4% from 1940 to 1950—the largest increase in the state. The 1950 to 1954 population gain was 12.7%.

LANSING ... Where wages are high

Weekly earnings in 1954 for industrial workers in Ingham County averaged \$94.54 per week—the second highest in Michigan.

LANSING ... A leader in retail sales

In 1954 Lansing had the second highest department store sales gain in the nation. Lansing ranked 10th in retail sales per household . . . leading all other Michigan cities.

LANSING STATE JOURNAL

A MEMBER OF FEDERATED PUBLICATIONS, INC.

Represented Nationally by SAWYER · FERGUSON · WALKER · COMPANY NEWSPAPER PUBLISHERS REPRESENTATIVES

MICHIGAN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro			TION TIMATE	s	(4/7)	TIVE B					SALES ADVER ING CONTR	TIS-							
COUNTIES	politan Area	Tetal	W.	Fami-	Urban-	Net	~	Per	Per	Dollara	%	Coun-	(ie	FIVE ST	ORE GRO			Buying	Oual	
3 50		(thou- sands)	U.S.A.	ties (thou- sands)	Papu- iation (thou- sands)	Deliars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex	
Gratist		34.7	.0213	10.1	12.4	38,293	.0152	1,104	3,791	36,574	.0215	3,621	9,493	1,917	1,610	6,993	834	.0183	88	
Alma		8.9	.0055	2.7		12,167	.0048	1,367	4,506	16,168	.0095		16	3,403	1,187	975	3,375	398	.0064	116
Hilledale		37.7	.0232	11.6	8.8	41,814	.0167	1,109	3,805	31,086	.0183	2,680	6,859	2,249	1,149	6,311	647	.0185	80	
Hilledale		7.8	.0046	2.5		11,546	.0046	1,539	4,618	16,152	.0095		3,240	1,971	706	4,415	125	.0061	133	
Houghten		37.5	.0231	11.4	11.7	37,847	.0149	1,001	3,294	31,461	.0185	2,760	11,893	2,568	1,138	4,357	571	.0176	76	
Huron		34.0	.0200	9.4	3.1	34,114	.0136	1,003	3,629	36,900	.0217	7 3,926	7,520	2,058	1,896	10,002	749	.0175	84	
Ingham	78	196.7	.1210	57.8	156.6	371,572	.1480	1,889	6,417	261,175	.1538 4,8	4,511	64,234	28,307	10,525	63,122	8,090	.1443	110	
ALansing		10.5	.0618	31.6		201,310	.0802	2,000	6,871	199,779	.1178		44,874	26,047	8,770	50,078	8,041	.0877	142	
East Lansing		23.1	.0142	4.2		57,124	.0227	2,473	13601	8,453	.0049	1	1,734	27	172	275	970	.0157	111	

4 and A See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

Flint's Merchandising Station



Display Windows
Special Letters to trade
Personal Calls on trade
Michigan Food News Michigan roug display ads Postcard Mailings Quarterly Merchandising Bulletins to grocers and 910 Kilocycles

Buying Grand Rapids?

Remember: YOU CAN'T COVER WESTERN MICHIGAN WITHOUT THE HERALD

The Grand Rapids Market is more than just a city . . . it is 23 Western Michigan counties with 13 "bonus" cities each having 5,000 population

or more. This is the HERALD MARKET that doubles your potential sales if you use the HERALD when you "buy Grand Rapids."

HERE IS WHAT WE MEAN:

	Population	Retail Sales		rald Coverage SUNDAY
Grand Rapids	181,000	\$304,000,000	34%	58%
13 "bonus" cities	205,949	\$305,506,000	25%	26%
HERALD MARKET	386,949	\$609,506,000	.18¢	.22¢

GRAND RAPIDS HERALD A MEMBER OF FEDERATED PUBLICATIONS, INC.

Represented Nationally by SAWYER - FERGUSON - WALKER - COMPANY NEWSPARER PUBLISHERS REPRESENTATIVES

MI	CH	GAN	_	Continu	ed)
			POPL	HATION ESTIMATES	EFI

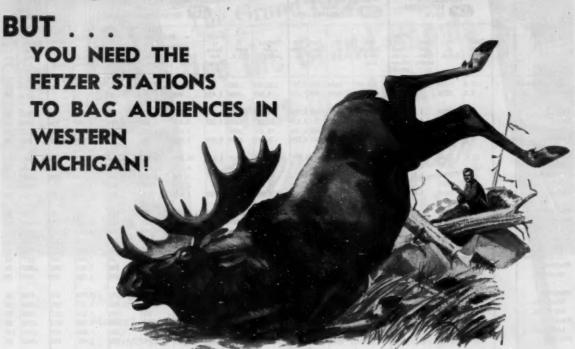
	Metro		POPULA ES 1/1	TIMATI	ES	CVID	TIVE BI					0	777	L SALES	1954	9		ADVER INC	TIS-
COUNTIES	politan Area	Total	g.	Fami-	Urban- ized	Nat	96	Per	Per	Dollars	46	Cour-	(Se	FIVE 51 thousands	of dellars			Buying	Qua
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou- sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Par Fam- lly	Food	General Milse.	Furn House- Radio	Auto- metive	Drug	Power	ity In- dex
Ionia		39.9	.0245	11.3	2.14	42,483 9,779	92070		3,780 4,445	35,291 13,711	.0208	3,123	9,820	1,480 702	1,445	7,133 3,153	1,120	.0196	-
leaco		12.3 18.1	.0078	3.7 5.8	0000	12,822 22,054		252137	3,465 4,010	14,727 20,006	.0007		4,411 8,141	826 1,413	881 1,362	2,078 4,082	807 327	.0067	
Mount Pleasant		29.0		8.0	12.0	36,381 18,963		- 5	4,548 5,926	24,151 17,850	.0142	3,019	6,849 4,308	1,327	837 721	5.424 4.536	444 323	.0182	
AJackson		118.6 53.6		34.7 16.9		184,073 98,651	.0733	1,552		138.024	.0622		34,218 24,441	13,191 13,938	8,192 5,454	27,886 21,832	5.351 4,728	.0756	138
AKalamasoo	71	142.3 59.5	.0878	42.6 17.8	95.2	230,294 107,952			5,617 6,065	184,209 133,493	.0968	3,855	39,340 27,889	12,996 12,402	9,782	32,117 28,404	6,816 5,190	.0534	
Callcaska		4,4		1.4	255.3	3,438 544,406		791 1.706	2,456	3,253	.0019	2,324	1,239	43.062	85 21 389	203	78 17,820	.0018	

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You Might Get a 1600-lb. Bull Moose*



WKZO RADIO

WKZO, Kalamazoo, is Western Michigan's top radio buy. Pulse figures, below, prove it. At night, WKZO gets 108.7% more listeners than Station B. In the morning and afternoon, WKZO gets more listeners than all other stations combined!

Also, Nielsen credits WKZO with 177.7% more average daily daytime families than Station B!

PULSE REPORT — 100% YARDSTICK KALAMAZOO TRADING AREA — FEB., 1953 MONDAY — FRIDAY

	Morning	Afternoon	Night
WKZO	59%*	59%	48%
В	21	14	23
Others	20	27	29

Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

WJEF RADIO

WJEF is the most popular station in Metropolitan Grand Rapids. On a quarter-hour, 52-time basis, WJEF gets 12.6% more morning listeners than the next station (for 11.1% lower rate) -25.2% more afternoon listeners and 9.6% more evening listeners (for 3.1% less)!

WJEF reaches 116,870 radio homes-yet a daytime quarter-hour costs less than 25¢ per-thousand-radio homes!

1500	Morning	Afternoon	Night
WJEF	29.6%	30.8%	33.1%
В	26.3	22.8	28.6
Others	44.1	46.4	28.3

WKZO-TV

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—a far bigger TV market than many of the majors. WKZO-TV is 100,000 watts video—50,000 watts audio.
The October, 1954, American Research Bureau Report for Grand Rapids-Kalamazoo* shows that WKZO-TV is the BIG favorite, morning, afternoon and night:

Nun	nher of Quar With Higher	ter Hours Rating	100											
1111111	WKZO-TV Station B													
MONDAY THRU FRIDAY 7 a.m.— 12 neen	52	44	4											
12 noon— 5 μ.m.	69	.27	4											
5 p.m.— 12 midnight	87	53	0											

* Survey based on sampling in the following pro-portions: Grand Rapids (44.3%), Kalamasoo (19.1%), Battle Creek (18.0%), Muskegon (17.0%), St. Jaseph (1.5%).

*F. D. Fetherston and D. G. MacDonald got one this size on Magnassippi River, Quebec, in 1889.

AND KENT COUNTY (CBS RADIO)

topa in grand rapids topa in Western Michigan AND NORTHERN INDIANA

> ALL THREE OWNED AND OPERATED BY FETZER BROADCASTING COMPANY AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

AND GREATER WESTERN MICHIGAN (CBS RADIO)

	Metro	O.	POPULA ES 1/1	TION TIMATI	E8	450773	TIVE B NCOME ESTIMA		- 1		,	0	777	L SALES	-1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Not	% of	Per	Por	Deliare	%	County Saise	(iii		ORE GRO			Buying	Qua
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou- sands)	Dellars (add 900)	U.S.A.	Cap- ita	Fam- ily	(add 900)	U.S.A.	Salee Por Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
▲Grand Rapids Kewsenaw		187.4	.1153	58.5		336,447 2,240	.1340	1,798	5,751 3,213	322,184 1,003	.1895	1,433	74,034 000	46,654	19,001 52	54,517	14,709	.1469	
Lake Lapeer		5.3 39.3 6.7	.0242 .0041	1.8 9.9 1.6	8.7	4,304 41,321 7,622	.0165	812 1,061 1,138	4,174	3,749 35,021 16,467	.0022		1,355 9,485 3,473	336 1,481 1,020	80 1,180 752	328 8,962 4,198	80 800 422	.0021 .0193 .0052	80
Leelanau		8.8	.0054	2.8	1	9,437		1,000		8,042	.0030	2,017	1,686	417	182	460	146	.0038	
Lonawee		72.4 20.5	.0446	21.5		106,888 36,614		1,476		77,798 37,683	.0457	3,619	20,876 9,185	5,332 3,878	3,428 2,325	17,393 7,590	2,251 1,373	.0440	-
Livingston Howell		30.1 4.7 8.2	.0186	8.9 1.4 1.0	-	43,381 8,085 6,987		1,441		30,923 14,829	.0182 .0087		7,458 3,138 1,888	1,005 415 449	1,145 602 166	7,751 4,755 1,131	751 337 78	.0178 .0048 .0034	166
Mackinas		9,1	.0056	2.0		8,485	.0027		3,263	9,577	.0057		3,552	256	174	827	108	.0045	
Macomb	41	239.3	.1472		189.2	398,783 34,719	.1588	1,066	6,051	225,384 52,574	.1325		09,430 13,941	5,637 515	6,252 2,407	53,425 16,054	7,777	.1496	101
East Detroit		29.4 32.8	.0202	7.6		49,650 53,207	.0212	1,689 1,022	6,187	27,740 10,673	.0063		13,478 5,872	268 85	787 142	1,722 1,961	1,513 721	.0184	8
St. Clair Shores Manistee Manistee		38.8 20.2 10.0	.0124	10.5 6.2 3.3	1000	67,810 21,882 12,590	.0087	1,761 1,083 1,259	3,529	19,400 16,036 11,304	.0114		6,175 4,789 3,057	1,407 1,272	46 905 908	7,055 2,341 1,802	344 698 472	.0217 .0097 .0057	71
		51.1	.0315	14.0	35.6	64,296	.0256	1,258	4,404	43,954	.0256	3,011	13,765	3,882	2,347	7,732	909	.0268	
Marquette Ishreming		17.8	.0058	4.7 2.6		23,569 13,326	.0053	1,324	4,595	20,187 10,319			8,752 3,876	2,118 990	1,605 548	4,503 2,024	586 217	.0104	9
Mason Ludington Meccata		9.7 18.8	.0000	0.8 3.2 5.7		24,425 12,993 18,652	.0052	1,109 1,339 1,003	4,000	23,239 14,695 17,838			6,549 4,101 4,793	1,833 1,559 1,346	1,825 1,259 800	3,369 1,503 2,487	611 459 648	.0115	107
Menominee		26.0		7.0		27,979	.0111	1,076	3,731	18,950	.0111	2,527	5,302	1,865	710	3,139	204	.0121	
Menominee Midland Midland		11.6 40.9 31.1		3.4 11.4 6.6	21.1	15,624 62,931 37,756	.0247	1,347 1,817 1,789	8,441	12,242 38,178 28,550			3,223 10,795 6,946	506 1,960 1,517	592 1,294 1,142	2,479 7,989 7,764	1,170 1,035	.0067 .0235	9
Missaukes		7.7				8,847		800		5,000			1,398	162		506	82	.0034	
Menree		88.9		24.7		128,614 45,019		1,480		79,506 44,845			21,483 12,445		3,523 2,338	17,923 8,390		.0503	-
Montcalm Greenville		33.2 7.7	.0204	10.1	7.7	39,936 12,165	.0150	1,203 1,580	3,803 4,679	39,050 14,060	.0230	3,718	10,333 3,664	1,743 679	1,048 443	8,748 4,643	1,085 516	.0189	12
Montmerency	1	4.4	.0027			3,875	11111	881		4,747			1,284	144	2.410	786	80	.0022	10
Muskegon △Muskegon Muskegon	200	137.3 50.4				202,340 81,953		1,474		152,088 96,485		3,742	45,271 23,871	10,483 14,926	7,419 5,469	28,800 17,464		.0395	
Heights		20.5		1		31,669 24,183		1,545	5,460 3,505	25,056 17,743		2,871	8,306 5,265			5,276 2,201	1,043	.0133	

A and A See end of state for SM Metropolitan County Areas.

€ SM, 1955.

Before using these figures, see explanation page 11.

BOTH SIDES OF THE TABLE TALK THE SAME LANGUAGE

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*, with few exceptions. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.



The "Billion Dollar" Grand Rapids Market is a No. 1 Test Market in the experience of countless national advertisers ... and you can sell it thoroughly and economically with a single paper . . . the Grand Rapids Press!

IDEAL FOR TESTS

The Grand Rapids market combines all the features of the ideal test market:

- Michigan's second largest market, with completely segregated trade factors;
- · Diversified industry;
- Balanced employment as between manufacturing and non-manufacturing;
- 62% home-ownership factor

PHENOMENAL COVERAGE

The Grand Rapids Press "goes home" to 91% of the 77,796 families in the metropolitan area

and to 37% of the 299,080 families in Western Michigan! Total circulation, 111,013 (A.B.C. Publisher's Statement 9/30/54).

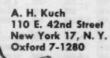
METRO COUNTY AREA FIGURES AND U.S. RANKING

(1955 Sales Management Survey of Buying Power)

Sales	Rank
\$ 96,102,000—Grocery	59th
17,820,000—Drug	40th
30,718,000—Gas-Oil	51st
544,406,000-Total Retail	58th

The Press is published six days (evening) and offers split-run copy testing and r.o.p. color daily.

For further information, including details on Dealer Merchandising Service, write, wire or phone nearest office:



Sheldon B. Newman 435 N. Michigan Ave. Chicago 11, Illinois Superior 7–4680

Brice McQuillin 785 Market Street San Francisco 3, Calif. Sutter 1-3401

Wm. Shurtliff 601 Ford Bldg. Detroit 26, Michigan Woodward 1-0972

he Grand Rapids Press

astern Michigan's largest newspaper in Michigan's second largest market"



SOLID AREA: ABC City and Retail Trading Zone: Population 261,364

PONTIAC, MICHIGAN

IN U. S.															
162nd in Population		*													80,800
112th in Retail Sales										×				. 4	158,995,000
102nd in Food Sales						×		,	è	*		*		ı.	40,669,000
118th in Drug Sales .		*	*	*	*	×.	×	*	×	è	*		ė	3	4,969,000
113th in Auto Sales . 107th in Family Buy.	-	ĺ'n		01	m					*				3	6.548

OAKLAND COUNTY

46th	in	Population						0								496,300
49th	in	Retail Sale	18			0					9					\$537,178,000
39th	in	Food Sales					0.	0			0		0			\$147,103,000
45th	in	Drug Sales			0	0	0	0	0		0	0		0 1		\$ 17,149,000
																\$137,414,000
33rd	im	Family Ruy		ı		-	-	in								e 4 559

Sales Management 200 Leading Cities and Counties

City and Retail Trading Zone, population 261,364, includes the major portion of Oakland county, second largest in Michigan. Here the Pontiac Press gives adequate and highly exclusive coverage, for 7 out of 10 Press homes take no other daily newspaper.

ABC NET PAID 52,405

PONTIAC PRESS

PONTIAC . MICHIGAN

7 out of 10 Press Homes Take No Other Daily Newspaper

NEW YORK OFFICE: 45 W. 45th Street
Phone JUdson 2-4297
San Francisco: Brica McQuillin

MICHIGAN - (Continued)

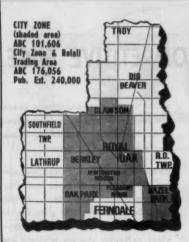
_					
The	"SM"	symbols	mark	original,	exclu-

		0	POPULA ES 1/1	TION TIMATI	ES	AGIVA.	TIVE B	E	- 1			0	773	L SALES	-1984			SALES ADVER INC CONTR	TIS-
COUNTIES	Metro- politan Area	Total	or .	Fami-	Urban-	Net	07	Por	Por	Dellars	ez	Goun-	(li		TORE GRO			Buving	Oual-
		(thou- eands)	% of U.S.A.	lies (thou- sands)	Population (thou-sands)	Dollars (add 000)	% of U.S.A.	Cap- ita	Fam- lly	(add 900)	U.S.A.	Sales Per Fam- lly	Food	General Mrise.	Furn House- Radio	Auto- metive	Drug	Pawer Index	ity In- dex
Oakland	41	406.3	.3053	141.4	365.0	928,496	,3000	1,867	6,552	537,178	.3180	3,799	147,103	45,314	23,700	137,414	17,149	.3402	111
Pontine		80.8	.0497	22.5		147,332	.0587	1.823	6.548	158,995	.0935		40,669	23,813	9,676	33,747	4,969	.0673	135
Royal Oak		84.7	.0398	18.2		128,319	.0611	1,983	7.050	82,089	.0482		18,285	9,901	4,791	18,726	3,121	.0480	121
Ferndale		32.7	.0201	9.3		62,954	.0251	1.925	6.769	62,618	.0369		15,478	5,372	2,361	26,986	1,278	.0276	137
Birmingham		23.6	.0139	7.0		65,270		2.880	9.324	44,406	.0261		10,088	4,387	2,501	17,595	2,683	.0236	170
Hasel Park		23.7	.0146	6.1		41,949		1.770	6,658	23,601	.0139	1000	10,958	875	1,101	3,261	1,170	.0154	105
Berkley		22.2	.0137	8.8		43,100		1.941	7,431	12,452	.0073	200	5,156	190	212	753	430	.0135	99
Oceans		17.4	.0107	8.1		15,671	.0063	801	3.073	13,487	.0000	2,848	3,880	888	221	2,022	381	.0077	72
Ogemaw		9.6	.0059	2.7		8,008	.0032	842	2,995	10,190	.0000	3,774	2,919	625	294	1,861	295	.0046	
Ontenagen		10.2	,0063	2.0		9,144	.0036	898	3,183	8,913	.0052	3,073	2,334	1,200	263	1,218	157	.0046	78
Occoda		14.7	.0000	4.1		12,678	.0651	961	3,092	11,420	.0067	2,788	3,017	404	350	1,784	271	.0064	
Oscoda		3.0	.0022	1.0		2,732	.0011	789	2,732	2,882	.0017		1,256	61	126	80	92	.0015	
Oteogo	-	8.8	.0040	1.7		8,842	.0022	800	3,319	7,232	.0043	4,254	1,812	216	202	1,110	82	.0032	80
Otlawa		82,1	.0505	24.1	25.3	113,690	.0453	1,388	4,000	84,442	.0496	3,400	20,757	3,827	8,154	18,298	2,526	.0476	
Holland		16.6	.0102	8.0		24,552	.0098	1,479	4,910	30,387	.0179	1	6,503	1,793	2,751	8,226	1,215	.0123	
Grand Haven.		10.1	.0063	3.5		17,855	.0071	1,750	5,580	17,794	.0104		4,767	818	935	4,054	697	.0079	
Presque lale		11.1	.0073	2.1	3.9	10,494	.0042	882	3,619	9,838	.0068	3,392	3,172	558	186	1,375	216	.0053	
Roscommon		7.1	.0045	2.4		8,280	.0033	1,130	3,453	10,284	.0061	4,285	3,186	318	140	937	403	.0044	98
Saginaw	122	167.0	.1028	48.2	117.1	230,120	.1032	1,582	5,370	184,338	.1004	3,824	47,539	17,385	8,190	34,412		.1047	
ASeginaw		96.1	.0500	28.4	1	166,277	.0658	1,706	5,820	148,833	.0875		38,346	16,422	7,845	25,945		.0711	
St. Clair	. 216	101.1	.0822	30.1	65.3	149,618	.0505	1,480	4,971	109,562	.0644	3,640	30,301	8,624	4,432	22,162		.0615	
△Port Huren.		87.1				61,716	.0246	1,654	5,462	69,850	.0411		18,304	7,007	8,653	14,123		.0292	
St. Joseph		37.0				61,727	.0208	1,376	4,275	42,285	.0240	3,493	10,352		2,514	7,243		,0224	
Sturgie		8.5	.0050	3.0	B	14,151	.0056	1,726	5,443	14,008	.0082		3,307	1,425		1,902		.0063	
Sanilac		31.6	.0194	9.3		33,331	.0133	1,068	3,584	28,923	.0170	3,110	7,387			6,229		.0156	
Schoolcraft		9.0	.0066	2.1	5 5.1	9,030	.0036	1,004	3,614	9,096	.0057		3,231		310	1,487	125		
Shiawasses		40.1	.0301	14.	8.00	89,850	.0276	1,42	4,720	45,652			12,297	4,071	2,364	9,001	1,210		
Owomo		16.1	.0103	5.1	8	28,012	.0115	1.667	5.285	27,429	.0161		7,275	3,777	1,581	5,577	663	.0126	121

A and A See end of state for SM Metropolitan County Areas.

C SM, 1955.

Before using these figures, see explanation page 11.



The Daily Tribune with more than 135% circulation increase in 10 years is the home newspaper. It's South Oakland County's only daily. 32,243 circulation A.B.C., September, 1954. Net paid-pub. Est .--4-1-55, 36,000.

ROYAL OAK-FERNDALE-Michigan's fastest growing area

The Royal Oak - Ferndale market with ten cities and four townships in its retail trade area, continues to grow in size — in buying power and in sales faster than any other city in Michigan.

This 6 mile square closely knit area is one of the great sales spots in the state and nation.

With a family income of \$6765 for the entire area - \$213 higher than the county - \$959 higher than the state and \$1491 higher than the nation, your advertising messages have a better chance to sell because more people can afford to buy your products.

These 1954 figures show why it's Michigan's fastest growing area.

Total Income	\$462,720,000	Gen. Mdse. Sales\$21,888,000
Per Family Income	6.765	Furn. Hshld. Sales 11,491,000
Total Retail Sales	259,752,000	Automotive Sales 66,485,000
Food Sales	71,136,000	Drug Sales 8,276,000

THE DAILY TRIBUNE

ROYAL OAK, MICH.

Represented by The Julius Mathews Special Agency, Inc.

	Metro-		POPULA ES 1/1	TION TIMATE /85	8	AUTA!	TIVE BI					O O		SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	-	Fami-	Urban-	Net	95	Por	Per	Dellars		Coun-	(lin	FIVE ST	ORE GRO			Buying	Qual
	sch si	(thou- eands)	of U.S.A.	lies (thou-	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	ity In- dex
Tuscola		40.8 42.7 6.2		11.5 13.8 2.2	8.2	44,728 82,990 8,943	.0211	1,241	3,889 3,840 4,065	36,436 43,383 13,350	.0255		9,417 13,234 4,034	1,960 1,333 507	1,634 1,203 463	7,102 5,847 3,268	851 1,286 479	.0204 .0234 .0049	129
Washtenaw △Ann Arbor Ypsilanti Willow Run	170	151.6 50.1 19.9 14.1	.0308	75.07		252,749 106,841 35,238 16,237	.0425	2,133 1,771	6.256 8,616 6,526 4,273	161,210 81,907 34,039 6,823	.0948 .0482 .0200 .0040		41,532 17,833 7,761 2,511	9,750 7,290 1,046	7,283 4,944 1,394	26,805 11,877 7,955	7,226 4,524 1,796	.0978 .0419 .0154 .0062	136 126

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hambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

YPSILANTI

WHERE COMMERCE AND **EDUCATION MEET**

Let us tell you about this fast growing satellite city thirty miles west of Detroit. We have all the advantages of the big city's market plus the advantages of our small city's environment. We are two miles from the famous Willow Run development and eight miles from the University center of Ann Arbor. Spe-cific information gladly supplied by the

BOARD OF COMMERCE

Speaking of Packaging: The COMPETITIVE EDGE

Packaging today is a sales function. It's a technological problem only in the sense that designers and engineers are instructed to build a format that will add more sell to the product.

They get their perspective from the sales executive . . . the management man who receives the suggestions, criticism, gripes that pour in over the far-flung distribution "telegraph" . . . from customers, retailers, wholesalers, salesmen.

In his thoroughly informed mind, customer reaction and company interests merge into plans for product improvement. That's where most packaging changes start.

But packaging changes aren't on a timetable. In your prospect companies they're likely to be proposed at any time . . . suddenly . . . in the secrecy of management conferences. That's why your company should be always in the sales executive's mind . . . as a possible nominee

The INSIDE TRACK to Management for companies selling such products and services as:

TRAVEL and COMMUNICATION PACKAGING MATERIALS AND PRODUCTS PLANT and BRANCH LOCATIONS INSTITUTIONAL and PUBLIC RELATIONS OBJECTIVES AUDIO-VISUAL SALES AIDS **BUSINESS GIFTS** OFFICE EQUIPMENT and SYSTEMS

for the job . . . when a packaging change is first proposed.

SALES MANAGEMENT—the sales executives' magazine-offers you an exclusive approach to the sales executives in companies likely to be making packaging news. With 61% of them a packaging change is now in process.*

No matter what vertical or trade magazine you may be using . . . in the food, drug, beverage, cosmetics fields, etc. . . . a schedule in SALES MANAGEMENT gives you the competitive edge at the pay-off pointwhere packaging changes originate and are okaved.

*A recent SM Survey

Sales Management

386 Fourth Avenue New York 16, N. Y.

333 N. Michigan Avenue, Chicago 1, III.

15 East de la Guerra, P. O. Box 419 Santa Barbara, Calif.

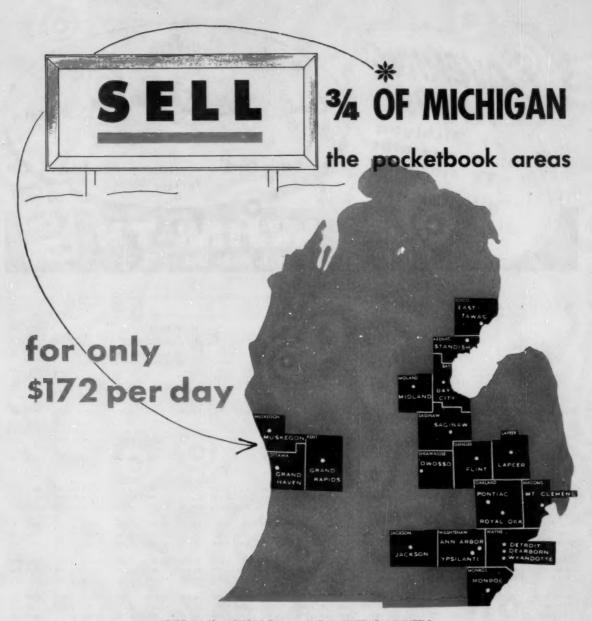
MICHIGAN - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES P	Metro-	O	POPULA ES 1/1	TION TIMATI	ES	COTA	TIVE B	E				•	777	L SALES	1954			SALES ADVER INC CONTR	ITIS-
GOUNTIES CITIES	politan Area	Total		Fami-	Urban-	Not	æ	Per	Por	Dollara	~	Coun-	(ir		TORE OR			Buying	Quai-
		(thou- canda)	of U.S.A.	(thou- sands)	Popu- lation (thou- sands)	Dollars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Wayne	41	2,064.0	1.6388	767.8	2624.0	5,299,382	2,1102	1,900	6,901	3,545,221	2.0880	4.617	780,376	462,694	170,163	881,098	147,523	2.0063	123
▲Detroit		1,919.6	1.1808	544.4		3,864,252	1.5387	2.018	7,098	2,802,021	1.6479		596,000	390,979	137,977	684,785	120,333	1.4999	127
Dearborn		115.2	.0709	33.1		249,059			7.524		.0898		35,336	21,715	7,965	41,791	4,594	.0907	128
Highland Park.		47.0	.0289	14.9		111,705	.0445	2,377	7,497	107,769	.0634		17,497	20,530	4,759	34,998	4,463	.0471	163
Hamtramek		43.4	.0267	12.0		80,309	.0320	1,850	6,692	75,587	.0445		15,776	8,223	7,820	14,723	2,302	.0347	130
Wyandotte		38.7	.0288	10.9		74,420	.0296	1,923	6,828	59,503	.0349		13,583	9,981	2,721	16,374	2,252	.0300	128
Lincoln Park		44.0	.0371	12.2	181	80,627	.0321	1,932	6,600	32,504	.0192		11,001	1,132	2,137	9,153	1,444	.0272	100
River Rouge		21.8	.0134	5.9		33,217	.0132	1,524	5,630	24,842	.0146		7,157	475	1,071	10,443	1,101	.0137	103
Wayne		11.6	.0071	8.1		21,650	.0086	1,866	6,984	22,724	.0133		5,088	1,019	1,198	8,838	912	.0097	137
Plymouth		7.9	.0049	2.8		15,412	.0061	1,951	6,165	17,057	.0101	9 51	4,051	666	1,027	6,787	497	.0071	145
Grosse Pointe		6.9	.0042	1.6		34,901	.0139	5,068	18389	17,987	.0105		8,072	785	581		1,319	.0109	280
Grosse Pointe		7	100		17.0	6919	113185	100		THE PERSON			F 46.250	18.566	-		1		
Park		14.9	.0093	4.4		83,738	.0234	3,942	13349	18,967	.0112	1	2,560	278	264	13,820		.0109	
Ecores		19.2	TOTAL	8.0		33,801	.0138	1,765	6,778	16,312	.0006		5,817	780	94	5,088		.0126	
Allen Park Grosse Pointe		81.4	19198	7.8		55,678	.0222	1,778	7,138	7,010	.0041	10	4,210	7	891		260		
Woods		16.2	10100	4.8		40,343	.0161	2,490	8,965	8,840	.0040		3,825	247	187	757			
Inkster	1	30.6	10188	7.2		44,836	.0179	1,468	6,227	11,363	.0067		2,850	219	64		870	.0147	
Livonia		31.2	10192	8.4		54,826	.0218	1,757	6,527	10,034	.0059		3,693				1000	.0165	86

See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11



MICHIGAN IS MOTORDOM . . . THE MARKET ON WHEELS

\$5,174 will buy you 50% showings of poster advertising space for a full 30 days in 56 key Michigan markets . . . comprised of 117 separate cities and towns.

In one of the most highly motorized areas in America where Outdoor Advertising is a "natural" you'll get a continuous highly localized selling campaign in 17 of Michigan's 83 counties which account for nearly 75% of the retail sales made in the entire State.

For only \$172 per day you'll get big, colorful impact . . . and reach all your prospects in the real pocketbook areas in Michigan.



88 CUSTER AVENUE DETROIT 2

OUTDOOR ADVERTISING THROUGHOUT MICHIGAN'S LARGEST TRADING AREAS

MAY 10, 1955

447



	Metro-	0	POPULA I/	ATION STIMATE 1/55	28	SOTA.	TIVE B	3				•		L SALES	1884		/	ADVER ING CONTR	
COUNTIES	golitan	Total	8	Fami-	Urtiun-	Not		Per	Per	Dellara		Coun-	(le	FIVE ST	ORE GR			Buying	Oua
		(theu- sands)	U.S.A.	(thou- sands)	Population (thou- sands)	Net Dellers (add 600)	U.S.A.	Cap- ita	Fam- liy	(add 000)	U.S.A.	Sales Per Fam- ily	Feed	General Mdse.	Furn House- Pladio	Auto- motive	Drug	Power Index	ity in- dex
Wexford Cadillae		19.5				22,124 14,889		1,135 1,370	3,814 4,512	18,834 14,406	.0100 .0085	3,198	4,808 3,588	1,894 1,657	1,229	2, 713 1,977		.0101	
Potal Above Citie		4,205.8	2.5870	1,200.5		8,070,241	3.2135	1,919	6,672	6,348,902	3.7339	100	1,470,748	767,188	328,791	1,480,238	253,955	3.2441	125
State Total		7,069.9	4,3489	2,063.0	5000.3	11,918,984	4.7461	1,006	5,806	8,281,319	4.8704	4,034	2,041,179	830,022	381,696	1,842,455	304,754	4.7040	100
MICH	GA	N-	- 5%	M	etro	polita	n Co	unt	y A	reas									
Bay City		96.7		27.7		144,388			5,213	103,260	.0607		26,336	11,043	6,730	16,301			1
Detroit		3,300.0			3150.0 232.0	6,824,861 867,403			6,793	4,307,783	2.5334				200,115	1,071,938	5 172,449 5 15,127		
************	1	000.0		80.0	202.0	007,403	.2200	1,001	0,204	410,003	.2410	4,040	100,477	65,077	20,276	00,000	10,147		1
Grand Rapids		319.2	.1964	97.8	255.3	544,400	.2168	1,706	5,584	308,000	.2329	4,062	96,102	48,062	21,359	68,974	17,820	.2175	
ackson		118.6	1			184,073			5,306	138,024	.0812		34,218		8,192			.0756	
(alamazoo	. 71	142.1	.0675	42.6	95.2	230,294	.0053	1,682	5,617	164,200	.0966	3,855	39,340	12,906	9,752	32,117	6,818	.0041	10
aneing	. 78	198.7	.1210	57.9	158.6	371,572	.1480	1,800	6,417	261,175	.1536	4,511	64,234	28,307	10,525	63,122	8,090	.1443	11
Saginaw		167.0	.1026	40.2	117.1	259,125			8,378	184,330	.1084		47,539	17,366	8,190	34,411	8,231	.1047	10
∆Ann Arber	. 170	161.6	.0032	40.4	99.2	252,749	.1007	1,867	6,256	181,219	.0048	3,991	41,532	9,750	7,283	26,800	7,226	.0975	10
△Battie Creek	178	135.3	.0832	39.0	93.5	217,748	0867	1.000	5,499	157,401	.0926	3,975	40,526	13,150	7,325	33,52	8,007	.0678	10
△ Muskegen		137.3			2000	202,340			4,950	152,688	.0898		45,271	16,483	7,419				
△Port Huron	216	101.1				149,618			4,971	100,562	.0644			8,624	4,432			100000	
Par me P a sens merch V				-	-	-	-	-			-	-		-		-	-		11
			3.2431	1,525.0	4491.3	9,787,376	3.8854	1,851	6,398	6,546,431	3.8500	4,293	1,565,791	726,193	309,607	1,524,44	3 257,309	3.7462	
Total of Areas	-	5,271.0			1	-	-	-							309,607	1,524,44	3 257,390	3.7462	
Total of Areas	IG	6,271.5 A N		SAI	Inco	-	eakd	-				Spe	nding			1,524,44 COME GI	100000	Man -	
Total of Areas	-	6,271.5 A N	30-2,49	NET I	Inco	e GROUPS	1954 1954 1969 \$7,0	-	n of	Consu			nding		NET IN	COME QI	100000	1954	& Ov
MICH COUNTIES GITSES	Total Con- sumer Units	6,271.5 A N	\$0-2,45 % Units co	NET I	NCOMI	E GROUPS, S4,000-6, White co	1954 1954 999 \$7.6	OW	n of	Consu	imer	Spe Tota Con eume Unit (thou	nding	Units	NET IN	COME GI	ROUPS, 1	1954 99 \$7,000 Units	& Ov % In- com
MICH COUNTIES CITIES	Total Con- sumer Units (thous.)	5,271.1	39-2,49 % (Units co	NET I	Incoming the second of the sec	E GROUPS, S4,000-6, W. I. Units on	999 \$7,6 999 \$7,6 900 \$7,6 900 \$7,8	OW	n of	Consu	IMER INTIES TIES	Spe Tota Con sum Unit (thou	nding In- come per Gan- sumer Unit \$	Units 80-2,499	NET IN \$2,500 % no Units 8 23.2	COME GI	ROUPS, 1	1954 1954 19 \$7,000 10 Units 10 13.7 1 14.6	& Ov % in- com
COUNTIES CITIES	Total Consumer Units (thous.)	5,271.5 A N in come per Come unner Unit 8 2,900 3,500 3,590	\$0-2,45 % Units co 48.5 21 40.1 11 33.8 11	NET 1	Inco MCOMI 100-3,99 5 in- tts come 7 39.4 6 27.6 3 22.3	E GROUPS, 54,000-6, 56 Units of 14.8 2 24.3 3 3 1 3 1 4 4	1984 1984 1989 87,0 7,8 3 1.9 7 2.8 8	100 & 0 100 & 0 100 & 0 100 & 0 100 & 0 100 & 0	n of	Const	INTIES	Total Con summer Unit (thouse . 28 18.	nding Income per Gon-sumer Unit \$ 6 5,042 0 5,162	Units 80-2,499 % in Units com	NET IN \$2,500 % Units 8 23.2 8 22.9	COME GI	ROUPS, 1	1954 1954 1954 1954 1954 1954 1954 1954	& Ov % in- con 38.
COUNTIES CITIES Alcona	Total Consumer Units (thous.)	5,271.1 A N len corne per Con- currer Unit 3 2,900 3,500 3,500 3,902 3,928	\$0-2,45 % i Units co 48.5 21 40.1 11 33.8 11 37.0 11	NET 1 NE	Inco NGOMI 100-2,999 5 6 6 10- 100-2,99 7 30.4 6 27.6 2 22.3 3 21.8	Br GROUPS, 9 84,000-6, 9 14.8 2 1 14.8 2 1 24.3 3 3 1.4 4 3 1.1 4	1984 1984 1989 87,0 7,8 3 1.9 7 2.8 8 3.1 6	00 4 0 6 11 8 co .0 9 .0 20 .6 22	n of	Bay Bay C	IMER JINTIES TIES	Tota Con unit (thou	nding lincome per Consumer Unit \$ 5 5,042 0 5,162 4 3,160	30-2,499 % in Units cor 24.2 6. 23.6 6. 45.1 20.	NET IN \$2,500 % % % % % % % % % % % % % % % % % %	COME GI 3-3,999 \$4 10- 10- 10- 10- 10- 10- 10- 10-	ROUPS, 1 4,003-8,99 % In- inits com 18.9 42.1 8.9 41 3.8 39.3	954 9 \$7,000 Units 0 13.7 1 14.6 3 3.3	& Ov %, in-com 38.
COUNTIES CITIES Alcona	Total Consumer Units (thous.) 1.6 3.1 18.0 6.9 4.5	6,271.1 A N ln come per Correspond Unit 8 2,900 3,590 3,590 3,902 4,205	\$0-2,45 % 6 Units ce 48.5 22 40.1 18 33.8 19 37.0 13 32.8 10	NET 1 8 \$2,1 8 82,1 8 9,7 90,000 1.1 26,3 1.1 24,000	Inco NGOMI 100-2,999 100-100-100-100-100-100-100-100-100-100	Broups, 10 84,000-6, 10 14.8 2 1 24.3 3 1 31.4 4 1 34.8 4 1	1954 1954 1954 1959 87,1 90 90 90 90 90 90 90 90 90 90 90 90 90	00 4 0 6 1 6 20 .6 21 .8 24	n of	Const Col Gl Bay Bay C Benzie Berrie	IMER INTIES TIES	Tota Con sumi Unii (thou	In- or Con- sumer a.) Unit or Con- sumer b.) Unit 8 5,042 0 5,162 4 3,180 6 4,848	80-2,495 % in Units core 24.2 6. 23.6 6. 45.1 20. 29.5 9.	NET IN \$2,500 mo Units 8 23.2 8 22.9 4 28.8 3 24.3	COME QI 3-2,399 \$4 16- come U 18.7 3 15.0 3 30.0 2	ROUPS, 1 4,000-6,99 % In- inits com 8.9 42.1 8.9 41.1 2.8 30.1	954 9 \$7,000 0 Units 0 13.7 1 14.6 3 3.3 7 12.1	& Ov % in-com 38. 37. 9.
COUNTIES CITIES Alcona	Total Consumer Units (thous.) 1.8 3.1 18.0 6.9 4.5 3.2	6,271.1 A N lm come per Con- ourwar Unit 3,500 3,500 3,592 3,592 4,206 4,206 2,844	\$0-2,45 % 6 Units ce 48.5 22 40.1 15 33.8 13 37.0 13 32.8 11 51.3 26	NET 1 NE	Inco NGOMI 100-2,99 5 6 in- 1ts come 7 39,4 6 27,6 3 22,3 3 21,8 6 19,8 6 37,7	B \$4,000-6, % 1 Units or 14.8 2 24.3 3 3 31.4 4 4 3 34.8 4 4 7 14.2 2	1954 1954 1954 37,1 1954 1959 1970 1970 1970 1970 1970 1970 1970 197	000 & 00 6 10 100 & 00 10 20 10 20 10 21 10 21 10 21	n of	Const Gold Bay. Bay C Benzie Benzie	IMER INTIES TIES	Tota Con summer Unit (thous 18. 2. 43. 7.	nding In- come per per come per come per come per come sumer Uselt \$ 6 5,042 0 5,162 4 3,160 6 4,848 9 4,486	30-2,490 % in Units con 24.2 6. 23.6 6. 45.1 20. 29.5 9.	NET IN \$2,500 mo Units 8 23.2 8 22.9 4 28.8 3 24.3 4 25.1	COME GI 3-3,399 \$4 56- 10- 10- 15.0 3 30.9 2 10.2 3 10.0 3	ROUPS, 1 4,005-8,99 55 In- nits com 8.9 42.1 8.9 41.1 2.8 30.3 4.1 40.1 33.5 40.3	954 9 \$7,000 5 Units 0 13.7 1 14.6 3 3.3 7 12.1 7 11.8	& Ov. % in- com 38. 37. 9.
COUNTIES GITIES Alcona	Total Consumer Units (thous.) 1.6 3.1 18.0 6.9 4.8 3.2 2.9	6,271.5 A N le come per Con- cumer Unit \$ 2,908 3,590 3,590 3,992 4,295 4,295 4,219	30-2,45 % ii Units ce 48.5 21 40.1 15 33.8 13 37.0 13 32.8 11 51.3 21 45.4 3f	NET 1 8 32,1 8 33.8 8.0 23. 2.1 26. 1.1 24. 5.8 31. 0.1 29.	Inco NGOMI 100-2,990 5 6 in- 100-2,990 7 39.4 6 27.6 2 22.3 2 21.3 8 19.3 6 37.7 5 31.3	E GROUPS. 8 \$4,000-8. % 1 10.11 14.8 22 10.24.3 33 1 31.4 44 1 33.1 44 1 34.8 44 1 7 14.9 22 1 10.7 33	1954 1954 1959 50 10 10 10 10 10 10 10 10 10 10 10 10 10	000 & 00 6 10 100 & 00 10 20 10 br>20 10 20 10 20 10 20 10 20 10 20 10 20 10 20 10 20 10 20 10 20 1	n of	Consumer of the consumer of th	IMER INTIES TIES	Tota Gon euman Unit (thou	nding Income Inc	80-2496 % in Units con 24.2 6. 23.6 6. 45.1 20. 29.5 9. 29.6 9. 22.7 0.	NET IN 82,500 Units 8 23.2 8 22.9 4 28.8 3 24.3 24.3 21.7	COME GI 3-3,999 St. 16- 18.7 3 15.0 3 30.0 2 18.2 3 19.0 3 14.4 3	8.9 42.1 8.9 41.1 3.5 40.1 9.1 14.1 40.1	1954 19 \$7,000 15 15 16 16 16 16 16 16 16 16 16 16 16 16 16	& Ov % in- com 38. 37. 8.
Total of Areas MICH	Total Consumer Units (thous.) 1.8 3.1 18.0 6.9 4.5 3.2	6,271.4 A N in come per Con- corne Unit \$ 2,908 3,590 3,992 3,928 4,206 2,844 2,848 2,848 2,848 2,848 2,848 2,848	39-2,45 % (Units co 48.5 21 40.1 15 33.8 15 37.0 13 32.8 11 51.3 25 45.4 26 48.9 24	NET 1 NE	Inco NGOMI 109-2,999 5 in- tts com 7 39.4 6 27.6 3 22.3 3 21.8 6 37.7 5 31.1 6 30.6	E GROUPS, 8 \$4,600-6, % 1 1 14.8 2: 1 24.3 3 1 31.1 4 1 31.1 4 1 34.8 4 1 14.2 2: 1 10.7 3 1 15.8 2	1954 1954 1959 87,6 90 90 90 90 90 90 90 90 90 90 90 90 90	000 & 00 6 10 100 & 00 10 20 10 20 10 21 10 21 21 21 21 21 21 21 21 21 21 21 21 21 2	n of	Bay Bay C Benzie Benzie Benzie Benzie	IMER INTIES TIES	Tota Con summer Unit (thou	nding In- composite c	30-2,490 % in Units con 24.2 6. 23.6 6. 45.1 20. 29.5 9.	NET IN 32.500 % Units 8 23.2 .5 22.9 4 28.8 3 24.3 21.7 .0 21.8	COME GI 3-2,999 \$4 5-10-0000 U 18.7 3 18.0 3 30.0 2 18.2 3 19.0 3 14.4 3 13.5 3	ROUPS, 1 4,005-8,99 55 In- nits com 8.9 42.1 8.9 41.1 2.8 30.3 4.1 40.1 33.5 40.3	1954 19 \$7,000 10 13.7 10 13.7 11 14.6 13 3.3 17 12.1 17 11.8 16.5 19.1	& Ov % in-com 38. 37. 9. 31. 30.

MICHIGAN - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

I SALES AND



Standing in a great big money orchard with a rake can be a waste of time

Smart people shake the trees. Smarter ones shake the ripest trees. The smartest of all hire a good man to shake the trees for them—then they just rake in the bills and cart them home in baskets.

We're tree-shakers, working some of the ripest trees in the orchard—some of America's top retail sales areas.

Step out of the orchard for a second and do a little checking. You'll find that WJR's primary coverage area alone includes 16,000,000 people—10 per cent of U.S. buying power.

You'll discover that a lot of the smartest advertisers around use WJR to shake the trees.

They're the people who, wherever they advertise, move goods fast by using spot radio on key stations—like WJR: people like the Ontario Department of Travel and Publicity, which found that WJR outpulled eleven other Great Lakes area stations combined.

Like most good things, we cost more. We produce more, too. Our advertisers testify to that.

Let's face it—if you're selling something, you've got a right to rake under our trees. If you really want to shake them, have your Henry I. Christal representative get WJR to do it for you.

The Great Voice of the Great Lakes

WJR Detroit

50,000 Watts CBS Radio Network

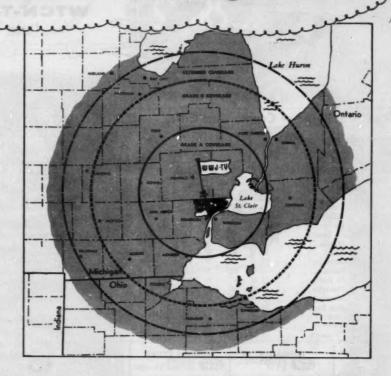


WJR's primary coverage area: 16,000,000 customers

MICHIGAN — MI Income Breakdown of Consumer Spending Units — (Continued)

10 10		In-	1		ET IN	COME	GROU	PS, 19	54				In-		,	NET IN	COME	GROU	PS, 19	54	
COUNTIES	Total Con-	per Con-	90.0	400		2 000	\$4.000		97.000	5.Om	COUNTIES	Total Con-	per Con-	***		-		**	1-6.200	-	
OTTLES	Units (thous.)	oumer Unit	% Units	%	% Units	75 In- come	% Units	% In- come	% Units	& Over	CITIES	Units (thous.)	sumor Unit \$	W Units	in- tome	SZ,000 Units	1n- come	S Units	%	S7,000	& Over
Calhoun	47.9	4,634	30.8	9.6	22.1	16.5	35.0	41.8	12.6	32.1	Menominee	3.7	4,211	27.7	9.4	30.8		30.8	39.8	10.7	
Battle Creek	20.0	4,704	27.2	8.3	23.1	18.7	35.9	41.5	13.8	33,8	Midland	11.5	5,403	22.9	6.1	17.2	10.8	48.1	43.4	16.8	
Albion Lakeview	4.5	3,784	44.9	17.1	20.7	18.7	26.7	38.8	7.7	25.6	Midland	6.4	5,874	20.2	4.0	15.6	9.0	43.8	40.6	20.4	
Cass	10.5	5,661 3,750	18.8	14.4	17.6	10.6	27.5	42.3	19.6	42,3	Monroe	2.2	3,145 5,135	24.3	8.8	32.2	13.8	30.3	35.2 41.4	3.5 18.7	
Charleveix	4.1	2,996	49.1	23.4	29.9	33.9	17.8	31.5	3.7	11.2	Monroe	8.0	5,651	23.1	5.8	18.7	11.2	38.8	37.5	19.4	
Cheboygan	3.8	2,886	52.4	25.8	28.2	33.0	15.4	28.9	4.0		Montealm	11.2	3,572	41.4	16.5	29.0	27.8	23.0	35.0	6.6	
Sault Ste. Marie	5.0	4,102	33.8	11.6	28.4	23.8	30.0	30.8	8.8	25.0	Greenville Mantmareney	2.0	4,198	30.3	10.3	29.2	23.6	31.4	40.7	9.1	
Clare	3.6	4,473 3,437	42.8	17.8	27.8	21.1	34.3	41.7	10.1		remitmed enery	1.4	2,831	58.8	28.6	25.1	30.1	13.8	26.6	4.3	14.7
Clinton	10.1	3,950	33.3	12.0	26.4	22.7	32.0	44,1		21.2	Muskegen	43.5	4,686	26.9	8.3	25.7	10.8	36.2	42.2	11.2	30.7
Crawford	1.2	3,171	39.4	17.7	36.8	39.5	20.9	35.8	2.9	7.0	Muskegon	17.4	4,700	27.5	8.4	24.5	17.7	35.9	41.4	12.1	32.5
Delta	9.8	3,638	28.4	18.1	30.8	28.7	25.0	37.4	5.8	18.8	Muskegon Heights	8.7	4,701	25.2	7.7	26.3	19.0	87.4	43.2	11.1	30,1
Escanaba	8.1	3,950	33.3	12.6	29.6	25.5	30.3	41.8	6.8		Newaygo	8.7	3,629	39.2	15.4	27.8	28.1	26.0	38.9	7.0	
Dickinson	7.6	3,701	33.0	12.7	36.5	33.5	25.3	37.2	5.2		Oukland	148.0	6,250	15.7	3.6	16.5	8.9	43.4	37.7	24.4	
Faten	3.1 13.8	3,904	30.9	11.3	36.3	31.6	26.0	38.2	6.8	29.9	Pontiac Royal Oak	27.0 19.0	5,467	19.6	5.1	19.6	12.2	42.6	42.4	18.3	
Charlotte		4,083	32.9	11.5	25.0	20.7	32.5	43.2	9.6		Ferndale	9.8	6,771	12.4	2.6	13.6	7.2	44.7	38.0 40.1	27.3	
Emmet	5.3	3,426	44.6	18.6	28.4	28.2	20.5	32.8	6.5		Birmingham	7.1	9,138	14.7	2.3	13.1	4.8	33.5	19.9	38.7	
Petoskey		3,969	36.2	13.0	26.3	22.5	27.3	37.4	10.2	27.1	Hasel Park	7.0	6,004	12.2	2.9	16.6	8.4	49.8	45.2	21.4	
Genesee Flint		5,816	16.5	4.0	16.0	9,4	46.8	43.8	20.7	42.8	Berkley	6.4 4.9	6,749 3,183	9.5	2.0	12.5	6.3	49.0	39.5	29.0	
Gladwin		3,001	16.6	22.9	16.1	26.1	45.6 23.4	41.1	3.3	9.8	Ogemaw	2.7	3,023	51.4	24.3	30.4	32.4	18.7	30.9	4.9	
Gegebic	8.2	3,690	35.4	13.7	32.0	29.5	27.1	38.9	5.8	16.9	Ontonagen	3.1	2,996	47.7	22.7	33.4	37.8	15.2	27.7	3.7	
fronwood	3.6	3,955	32.9	11.8	29.4	25.2	30.3	42.7	7.4	21.2	Osceela	4.0	3,180	48.4	21.7	26.0	27.8	20.0	34.2	5.6	
Grand Traverse Traverse City	8.8	4,063	36.7	12.9	29.5	24.7	24.7	33.2	9.1	29.2	Oscoda	1.1	2,587	57.8	31.9	28.9	37.9	11.5	24.2	1.8	
Gratiot	8.2 10.7	4,182 3,589	35.6	12.2	27.7	22.5	26.5	34.4	6.7	19.3	Ottawa	1.8	3,117	27.3	8.4	33.6	19.8	18.8	32.9 40.6	3.8	
Alma	3.3	3,711	38.6	14.9	27.2	24.9	27.3	40.0	6.9		Holland	5.6	4,391	33.2	10.8	24.3	18.8	31.8	39.4	10.7	
Hillodalo	12.3	3,406	45.3	19.8	25.6	25.8	22.9	36.6	6.2	18.9	Grand Haven	3.8	5,172	22.2	8.1	25.8	18.8	37.6	39.6	14.7	37.5
Hilledale	3.1	3,762	42.2	18.0	21.8	19.7	27.3	39.5	8.7	24.8											
Houghton	12.8	3,000	48.5	22.8	33.1	38.3	15.2	27.8	4.2	13.2	Presque islo	3.0	3,517	48.5	17.6	28.4	22.2	19.8	42.4	8.7	
Huren	9.3	3,662	40.8	18.8	29.1	27.1	21.7	32.4	8.4		Saginaw	51.7	5,017	23.8	6.8	21.4	14.5	39.8	43.1	18.0	
Ingham	72.5	5,124	27.8	7.7	18.8	12.6	35.9	38.1	17.8	41.7	Saginaw	32.1	5,157	23.7	6.3	20.8	13.7	40.2	42.4	16.3	
Lausing	35.8	5,631	18.7	4.8	19.4	11.7	41.6	40.1	20.3	43.4	St. Clair	31.4	4,771	28.3	8.5	23.1	18.5	36.1	41.1	12.5	
East Landing	14.3	4,008 3,630	58.7	18.4	14.7 27.6	12.5	18.5	25.0	7.1	43.4 19.5	Port Huron	12.4	4,996	25.9	7.4	22.2	15.1	38.0	30.1	13.9	
Ionia	2.4	4,021	32.8	11.6	26.4	22.3	30.8	41.7	10.0	24.4	Sturgis	2.8	5,038	23.5	6.7	26.3	17.7	35.1	37.9	15.1	37.7
losco	3.7	3,460	43.9	18,1	28.3	23.0	26.7	42.1	6.1	18.8	Sanilac	9.5	3,505	41.3	16.8	28.3	27.5	22.3	34.5	8.1	21.2
Iron	6.0	3,682	36.6	14.2	27.3	28.2	30.4	44.9	5.7	15.7	Schoolcraft	2.7	3,339	42.8	18.1	31.0	31.6	23.1	36.0	4.6	
Isabelta Mount Pleasant	10.0	3,623	42.9	16.0	24.9	23.3	24.0	33.7	10.0	23.7	Shlawassee	15.5	4,510	29.8	9,2 8,1	25.2	19.0	34.5	41.6	11.3	
Jackson	38.0	4,845	26.7	7.8	22.4	15.7	36.5	41.0	14.4	35.4	Tuecola	12.0	3,715	39.5	15.2	28.7	28.2	22.6	33.1	9.2	
Jackson	19.6	5,042	26.8	7.0	20.8	14.0	36.2	39.1	16.2	39,3	Van Buren	14.6	3,837	40.3	15.8	28.2	26.3	24.4	38.5	7.1	
Kalamazoo	48.4	4,942	26.5	7.7	22.4	15.4	36.0	30.5		37.4	South Haven	2.2	4,106	34.6	12.0	28.7	23.8	25.9	34.3	10.8	29.9
Kalamesoo	1.2	2,784	30.2 56.4	9.1	22.6	31.2	33.1 15.5	37.8	14.1	9.0	Washtenaw	00.4	4,183	41.0	14.0	21.2	17.2	25.8	23.6	13.0	35.2
	***	4,102	00.9	20.2	20.0		10.0		0.0	0.0	Ann Arbor	28.1	3,799	51.4	19.3	18.1	16.2	19.6	28.1	10.9	
Kent	106.4	5,106	24.4	6.7	21.0	13.8	38.2	40.3	16.4	30.2	Ypsilanti	8.2	4,321	39.5	13.1	20.7	16.3	27.0	33.9	12.8	36.7
Grand Rapids	88.1	5,000	25.2	7.1	21.0	14.0	37.7	40.3	16.1	38.6	Willow Run	3.9	4,211	22.9	7.8	34.6	27.9	35.0	45.2	7.5	
Keweenaw	1.6	2,928	46.2 58.8	22.5	30.5	46.8	11.2	20.8	3.1	10.8	Wayne Detroit	887.7 866.0	5,908	18.3	4.4	18.7	10.8	40.7	37.5	22.8	47.3
Lapoer	10.0	4,127	34.3	11.8	23.0	28.7	14.9	29.8	9.3	10.5	Dearborn	38.7	8,790	11.6	2.4	13.6	6.8	45.2	30.3	20.6	54.5
Lapser	1.8	4,341	32.8	10.8	25.5	19.9	30.8	38.6	10.9	30.7	Highland Park.	19.7	5,688	19.1	4.8	21.8	12.8	39.6	38.1	20.0	44.3
Loolanes		3,490	39.5	16.1		32.0	20.4		7.8	20.1	Hamtramek	14.4	5,502	17.9	4.5	18.5	11.2	43.6	42.6	20.0	41.7
Adrain	7.9	4,500	30.8	9.6	24.0	A 100	34.2 35.6				Wyandotte Lincoln Park	11.8	6,306	13.5	2.5	13.9	7.8	48.3	41.6	24.3	47.8
Livingaton		4,788	28.1	8.5	23.2	18.0	35.6	41.2	13.1	33.6	River Rouge	8.4	5,188	18.6	5.1	20.7	13.6	46.4			32.6
Howell	1.6	5,120	23.8	6.7	25.6	17.0	36.2		14.4		Wayne	3.7	5,811	15.7	3.8	17.2	10.1	45.8	42.9	31.3	43.2
Luco	1.0	3,616	36.0	14.2	34.9	32.8	21.3	32.1	7.8	20.9	Plymouth	2.6	5,953	19.0	4.5	17.1	9.8		37.4		48.3
Mackinac Macomb	2.7	3,178	44.4	10.9	31.1	33.3		35.4	11.272	11.4	Grosse Pointe Grosse Pointe	2.6	13,220	15.5	1.7	11.7	3.0	22.0	9.0	50.8	86.3
Mount Clemens	70.0	5,684	17.6	6.8	18.4	11.0	45.0	43.0	19.0		Park	5.1	11,459	15.8	2.0	13.3	4.0	27.7	13.1	43.2	80.0
East Detroit	7.9	6,272	11.4	2.6	14.8	8.0		43.6	23.6		Ecorse	6.4	5,293	17.1	4.6	21.3	13.6	45.4		16.3	35.1
Rossville	9.4	5,656	16.0	4.0	19.7	11.0	46.1	44.4	18.2	39.7	Allen Park	8.7	6,401	13.4	3.0	14.7	7.8	46.1	39.2	25.8	80.0
St. Claire Shore	11.0	6,181	14.8	3.4	16.1	8.8	46.1	40.7	23.0	47.1	Grosse Pointe		0 193	10.7	1.7	10.0	2.0	25 7	21.2	42.0	73.1
Maniatee	6.3	3,451	41.6	17.2	29.6	29.2	24.3	38.2	4.5	18.4	Woods Inkster	8.2	9,133 5,453	10.7	1.7	10.6	3.9	35.7 43.3	43.2		39.0
Manistee	3.3	3,801	34.8			26.8	29.4			18.0	Livonia	9.2	5,932	14.5	3.5	17.3	9.9	46.4	42.6		44.0
Marquette	18.6	4,122	33.6	11.6	27.5	22.7	31.5			24.1	Wexford	0.2	3,800	41.1	16.3	30.1	28.5	22.3	33.8		21.4
Marquette	5.4	4,365		11.2	25.1	19.5		38.4		30.9	Cadillac	3.7	4,014	34.0	12.1	30.2	25.6	27.1	36.7	8.7	25.8
Ishpeming	3.0	4,417		8.9	27.6		36.6			24.8	Total Above										
Ludington	3.3	3,500		15.9	28.5	27.2	25.6			18.4		1445.4	6,883	21.5	8.5	19.6	11.0	30.1	38.1	19.8	44.5
Mecosts	6.3	2,983	51.9	24.8	27.0		16.2			14.9		-				-				-	
Menominee	7.8	3,605	20.0	15.5	21.2	29.5	28.0	34.9	6.9	20.1	State Total	2290.9	5,203	24.7	8.0	21.1	13.8	37.0	38.7	17.2	40.7

WJ-TV's tallest tower-MAXIMUM power mean EXTRA coverage...



WWJ-TV COVERAGE AREA JANUARY 1, 1955

Population	5,950,000
Families	1,745,000
Television Sets	1,510,000

By every measuring rule, WWJ-TV is your best TV buy in a market where family income is the highest in the nation. With the tallest tower . . . with maximum power . . . with the greatest audience loyalty . . . WWJ-TV can do the most effective, most far-reaching selling job for YOUR product. See your Hollingbery man for availabilities.

In Detroit . . .
You Sell More
on channe

WWJ·TV

NBC Television Network
DETROIT
Associate AM-FM Station WWI

FIRST IN MICHIGAN . Owned and Operated by THE DETROIT NEWS

. National Representatives: THE GEORGE P. HOLLINGBERY COMPANY



the greatest line-up of stars!

"Personality Impact" on the Station of the Stars slams in a home run every time! The Upper Midwest's greatest line-up of stars bags a major share of buying power in the important Twin Cities' market. Clinch your share of sales with the powerful impact of the Northwest's favorite personalities on WTCN-TV—the Station of the Stars.

WTCN-TV

"the station of the stars"

Minneapolis • St. Paul Channel 11 • ABC Represented by Blair-TV, Inc.

MINNESOTA -	Counties and Cities -	(Other West North Central States: Iowa, Kansas,	
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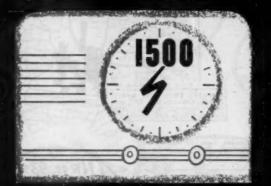
Minnesota state map-page 462	Pop.	N	UMBEI	R OF O	UTLET	8			Pop.	N	TUMBE	R OF O	UTLET	S
City County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Albert Lea Freeborn	14.3	45	10	12	18	5	Moorhead	Clay	17.5	-33	- 3	6	10	4
Alexandria Douglas	7.1	26	3	7	14	5	New Ulm	Brown	9.5	25	6	10	11	- 6
Austin Mower	26.0	58	7	16	20	5	Owatonna	Steele	11.2	24	8	11	12	4
Bemidji Beltrami	10.2	32	5	9	14	4	Pipestone	Pipestone	5.6	21	4	4	12	2
Brainerd Crow Wing	12.9	47	9	13	24	5	Red Wing	Goodhue	11.0	27	5	10	14	(
CrookstonPolk	7.5	21	5	7	8	3	Richfield	Hennepin	34.3	17	2	2	1	1
Detroit Lakes Becker	6.2	26	5	9	11	4	Robbinsdale	Hennepin	15.3	22	3	3	4	3
Duluth St. Louis	105.8	413	26	57	57	33	Rochester	Olmsted	32.0	63	7	24	25	9
FairmontMartin	8.8	- 25	8	10	13	5	South St. Paul.	Dakota	18.0	52	4	8	16	4
FaribaultRice	16.8	40	5	- 10	13	5	St. Cloud	Stearns	29.6	54		14	27	- (
Fergus Falls, Otter Tail	13.6	27	7	11	10	4	St. Louis Park.	Hennepin	39.0	22	2	4	2	4
Grand RapidsItasca	6.7	24	3	2	17	3	St. Paul	Ramsey	325.1	886	81	116	107	120
Hibbing St. Louis	17.6	67	8	13	16	5	Stillwater	Washington	8.0	33	3	7	11	2
Hopkins Hennepin	9.2	14	1	4	5	3	Thief River Fal	ls. Pennington	7.4	21	5	3	14	3
Little Falls Morrison	7.0		3	9	17	3	Virginia	St. Louis	13.7	49	8	9	20	4
Mankato Blue Earth	20.9	49	10	20	21	6	Willmar	Kandiyohi	10.4	28	6	8	13	3
MarshallLyon	6.9		5	7	16	3	Winona	Winona	25.7	81	12	18		
Minneapolis Hennepin	529.7	1,634	119	244	200	236	Worthington	Nobles	8.8	26	6	7	14	3
Montevideo Chippewa	5.5		6	10	15	3								

	Metro		POPULI ES 1/1	TIMATE 1/55	ES	ACT N	TIVE B					•	2///2	L SALES	1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan	Total	95	Fami-	Urban- ized	Not	95	Per	Per	Deliars	% of	Coun-	(le	FIVE ST	of dollars			Buying	Qual-
		(thou- sands)	of U.S.A.	(thou- sands)	Pepulation (thou-sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 980)	u.s.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Aitkin		13.2	.0082	3.0		11,428	.0045	886	2,930	9,287	.0065	2,381	2,610	1,158	134	1,245	183	.0055	
Anoka	92	43.1	.0265	11.7	23.8	55,410	.0221	1,286	4,736	17,806	.0104	1,522	8,075	872	. 881	3,297	541	.0195	
Becker		24.3	.0149	8.8	8.2	23,871	.0005	982	3,617	18,633	.0110	2,823	3,718	2,096	988	3,623	305	.0110	74
Detroit Lakes.		6.2	.0038	1.7		8,496	.0034	1,370	4,998	13,294	.0078		1,936	1,692	988	3,112	191	.0048	126
Beltrami		24.8	.0153	7.0	10.2	23,240	.0092	937	3,320	23,096	.0138	3,200	5,026	1,488	768	4,584	848	.0118	77
Bemidji		10.2	.0063	3.1	16.5	12,900	.0051	1,268	4,172	18,667	.0110		3,360	1,074	722	3,862	509	.0071	113
Benton		15.9	.0098	4.0	8.5	14,718	.0059	925	3,679	16,164	.0000	3,791	3,095	597	66	1,548	208	.0075	77
Big Stone		9.2	,6056	2.5	2.5	9,357	.0037	1,017	3,743	12,097	,0071	4,839	2,394	545	281	1,972	185	.0051	91
Blue Earth		3974	.0243	11.3	20.9	56,119	.0224	1,424	4,900	61,130	.0359	5,410	9,800	7,037	3,773	16,509	1,258	.0269	111
North Mankate		26.3	.0168	7.8	-	48,908	.0168	1,005	5.862	58,243	.0307		7,717	7,084	8,756	14.845	1,097	.0209	129
Mankato		20.9	.0129	5.0		34,298	.0137	1,641	5,813	48,602	.0286		6,359	6,860	3,594	14,845	1,064	.0180	140
Brown		36.4	.0162	7.8	15.7	30,134	.0120	1,141	4,018	31,147	.0184	4,153	6,127	1,885	2,131	5,356	867	.0147	91
New Ulm		9.5	.0058	2.9		11,426	.0045	1,203	3,940	16,325	.0096		2,849	1,317	1,267	3,558	439	.0063	109
Carlton		25.0	.0154	0.7	8.0	28,897	.0118	1,186	4,313	19,928	.0117	2,974	6,643	1,912	598	3,084	429	.0124	81
Carver		18.8	.0114	5.1		22,204	10000	1,194	4,354	18,300	.0006	3,196	2,580	1,201	548	2,820	413		
Cass		16.4	.0113	5.1		13,879	.0056	754	2,721	12,121	.0071	2,377	3,678	553	74	1,981	376	.0072	84

1. St. Cloud is in Benton, Sherburne and Stearns Counties.

© SM, 1955.

Before using these figures, see explanation page 11



SHOWMANSHIP...
SERVICE...
STARS...

These are the ingredients which have helped KSTP achieve and maintain its status as the Northwest's leading station.

KSTP-TV is the Northwest's first television station, first with maximum power, first with color TV and consistently first in audience.

KSTP Radio continues to lead the way through an aggressive and progressive programming policy designed for today's listening audience.

To reach and sell this active-buying Four Billion Dollar market, KSTP and KSTP-TV are your best buys.



Radio STP Television

MINNEAPOLIS · ST. PAUL Basic NBC Affiliate "The Northwest's Leading Station"

EDWARD PETRY CO., INC., NATIONAL REPRESENTATIVES

Let's Get the Facts Straight...

on DAILY NEWSPAPER COVERAGE in "70% Country"*

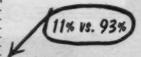


The area outside of the Twin Cities where 70% of the retail lafes are made. (Source: Sales Management's Survey of Buyng Power.)



HOMETOWN DAILIES: Counties with 40% and better coverage. Sources: 1950 Census, ABC Audits and Sworn Statements.

RECAP of 49 Key Upper Midwest Counties (N.D.P.A. Member Markets)	Twin City Daily	Hometown Daily
North Dakota	8%	100%
South Dakota	5%	100%
Minnesota	22%	85%
Western Wisconsin	2%	86%
Northern Iowa	1%	97%
AVERAGES OF 49 COUNTIES	11%	93%



NORTHWEST HOMETOWN DAILIES

The Daily Newspapers in the 52 Key "70% COUNTRY" Markets... Members of the

NORTHWEST DAILY PRESS ASSOCIATION

PALACE BUILDING

MINNEAPOLIS I MINN

MINNESOTA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Matro	0	POPULA ES 1/1	TION TIMATI	ES	AG/TA	TIVE BI			REYAIL SALES SIM ESTIMATES—1854								ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	at .	Fami-	Urban-	Nat	est	Par	Por	Dellars	4	Coun-	Or		ORE GRO			Buying	Oual-
		(thou- sands)	% of U.S.A.	(theu- sands)	Population (thousands)	Dollars (add 600)	U.S.A.	Cap- ita	Fam- lly	(add 000)	% of U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn,- House- Radie	Auto- motive	Drug	Power Index	ity In- dex
Chippowa		16.7	.0103	4.8	8.1	20,766	.0082	1,243	4,328	21,989	.0129	4,583	3,417	1,679	984	6,034	336	.0100	97
Montevideo		5.5	.0034	1.6		8,025	.0032	1,459	5,016	15,309	.0090	-	2,388	1,327	895	4,863	256	.0050	147
Chlage		12.8	.0078	3.8		13,897	.0056	1,103	3,687	10,098	.0000	2,657	2,220	463	322	1,964	248	.0062	79
Clay		35.5	.0218	9.3	17.6	80,386	.0200	1,419	5,418	45,627	.0266	4,906	12,500	1,062	2,052	8,376	943	.0224	103
Moorhend		17.5	.0108	4.7		27,637	.0110	1,579	5,880	32,810	.0193		9,677	318	1,368	6,998	488	.0135	125
Clearwater		9.8	.0000	2.0	****	7,488	.0030	702	2,872	8,210	.0048	3,158	1,672	851	236	1,145	.189	.0041	88
Cook		2.9	.0018	.1		2,839	.0012	1,013	3,200	2,708	.0017	3,073	1,007	88	100	233	41	.0015	83
Cottonwood		15.9	.0000	4.6	3.2	20,847	.0082	1,299	4,488	18,284	.0107	3,975	3,673	745	616	4,895	349	.0093	90
Crow Wing		31.1	.0191	9,4	15.7	36,033	.0143	1,150	3,833	37,162	.0219	3,953	9,734	2,796	1,319	8,075	784	.0178	92
Brainerd		12.9	.0079	8.9		18,396	.0073	1,426	4,717	27,413	.0161		6,579	2,589	866	7,218	885	.0101	128
Dakota	92	84.8	.0335	14.0	35.3	73,373	.0292	1,340	5,026	40,495	.0238	2,774	8,587	1,007	1,828	10,746	1,189	.0285	85
South St. Paul.		18.0	.0111	5.0		27,731	.0110	1,541	5,546	18,675	.0110		3,758	164	724	7,758	443	.0110	99
Dodge		12.0	.0078	3.1		12,978	.0052	1,030	3,700	10,100	.0058	2,888	2,612	238	234	1,626	196	.0050	76
Douglas		21.0	.0133	8.1	7.1	22,845	.0000	1,044	3,579	25,091	.0148	3,963	5,213	873	918	4,877	463	.0116	87
Alexandria		7.1	.0044	2.1		9,033	.0036	1,272	3,927	16,285	.0096		2,845	573	808	4,818	372	.0056	127
Fariboult		24.3	.0149	7.0	4.0	29,742	.0118	1,224	4,240	28,748	.0157	3,821	4,891	1,498	1,192	4,463	892	.0138	91
Fillimore		24,3	.0180	7.1		24,963	.0100	1,027	3,400	24,463	.0144	3,398	4,800	685	724	3,896	536	.0123	82
Freeborn		35.6	.0219	10.1	14.3	47,081	.0109	1,339	4,628	39,300	.0231	3,816	7,244	4,759	836	6,930	588	.0208	95
Albert Lan	-	14.8	.0088	4.1	4	22,449	.0060	1,570	4,989	28,891	.0170		5,276	4,038	716	6,179	545	.0113	128
Goodhuo		32.7	.0001	9.0	11.0	41,025	.0104	1,285	4,273	38,213	.0225	3,981	6,917	2,034	1,549	7,400	736	.0188	94
Red Wing		11.0	.0068	8.4	L	17,328	.0060	1,578	5,096	17,419	.0102		3,178	1,314	1,016	4,298	389	.0074	116
Grant		9.4	.0000	2.7		9,833	.0039	1,046	3,042	10,004	.0089	3,727	1,740	881	184	1,801	183	.0041	54
Hennepln	92	719.7	.4427	221.6	681.4	1,333,096	.8311	1,863	0,035	989,505	.8702	4,387	202,911	178,494	50,658	184,215	32,191	.5252	119
▲ † Minneapoli		529.7				1,001,729	.3969	1,801	6,000	871,001	.5123		173,145	173,858	48,356	172,636	29,239	[4183	128
Hopkins		0.1	.0087	3.0		15,831	.0063	1,720	6,085	14,339	.0884		4,225	43	384	4,830	314	10068	119
Richfield		34.3	.0011	8.1	1	55,601	0926	1,657	6,370	6,318	.0007		3,449	91	213	324	97	.0166	79
Robbinedale		15.8	.0004	4.1	1	23,661	.0094	1,846	5,771	9,294			3,802	118	150	953	231	.0083	87
St. Lonis Park		39.0	.0240	11.5	2	73 652			8.576				3.241	92	420	650	728	.0221	02

↑ Genl. Mdse, sales include mail order catalog sales. See page 20.

A and △ See end of state for SM Metropolitan County Areas.

Defere using these figures, see explanation page 11 © SM, 1955.



cities in the United States have
Sunday newspapers with larger circulations than
the Minneapolis Sunday Tribune



620,000 in the Upper Midwest

(Minnesota, North and South Dakota, western Wisconsin)

Minneapolis Star and Tribune

More than 620,000 Sunday - 485,000 Daily

John Cowles, President

		Œ.	POPULATE I/I	TION TIMATE /86	8	AGITA !	TIVE B					0	777	SALES MATES-	1954			ADVER ING CONTR	TIE
COUNTIES	Metro- politan Area	Total	5	Fami-	Urban- ized	Not	8	Per	Per	Dellars	%	Coun- ty Sales	(in		ORE GRO of dollars			Buying	Qu
		(theu- sands)	U.S.A.	iles (thou- sands)	Population (thou- eands)	Dellars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 800)	U.S.A.	Per Fam- ily	Food	General Moles.	Furn House- Radio	Auto- motive	Drug	Power	d
ubbard	100	14.4 11.2 11.7	.0008	4.1 3.2 3.0	3.1 2.9	15,783 9,811 10,576	.0040	1,095 876 904	3,006	12,081 8,878 9,285	.0071 .0962 .0065	2,774	2,778 2,583 1,936	120 220 781	310 214 337	2,579 1,413 1,741	198 157 236	.0070	
100A		30.0	.0240	11.2		45,840		1,175		34,301	.0202		10,248	1,080	862	8,147	854	.0198	
Grand Rapids		6.7	.0041	1.9	-	10,129	.0040	1,512	5,331	16,041	.0094	3,000	3,542	658	126	5,424	336	.0056	
ckeen		18.3 9.4	.0100	4.6		19,900		1,228		16,795 7,540	.0098		2,883 1,501	536 347	807 134	3,681 1,852	313 270	.0090	
andiyehi	1	29.7	.0183	7.8	10.4	33,293	.0133	1,121	4,214	33,407	.0197	4,239	6,253	2,698	1,376	6,858	615	.0163	
Willmar		10.4	.0064	3.4		16,250		1,563		22,403	.0132		4,574	2,033	1,281	6,063	484	.0085	
echiching		9.1	.0066	2.5 4.9		10,780 20,746		1,185	4,312 4,234	8,108 15,809			4,200	931 1,032	357 615	880 3,442	391	.0046	э.
c Qui Parlo		14.1	.0087	3.8		16,454			4,330	14,084			2,513	468	843	2,844	219	.0076	
ke ke of the Woods		9.2 4.5	.0058	3.0 1.2		13,096 4,222		1,489	4,565 3,518	7,274 3,525	.0042		2,180	103	150 93	1,121 836	36	.0051	
Sueur		19.2	.0118	8.7		21,217			3,722	10,542			3,545	812	1,046	4,459	378	.0101	
on		10.3 22.6	.0063	2.9 6.5		12,630 30,383			4,355	10,042			1,625	716	272 1,396	2,007 7,514	205 636	.0055	-1
Marshall		6.9	.0042	2.0		10,403			5,202	14,608			2,869	896	708	8,752	358	.0055	
Lood		23.1	.0143	6.6	7.9	27,024	.0106		4,005	27,435	.0161	4,157	4,824	1,485	1,178	4,145	820	.0131	
ahnoman arshall		6.7 18.5	.0041	1.5	2000	5,115 13,901			3,410	4,683 12,208			2,316	211 760	58 38	748 - 2,448	83 173	.0027 .0068	
urtin		25.9	.0159	7.8	8.8	35,250	.0141	1,381	4,701	28,873	.0170	3,850	4,745	3,276	1,896	6,597	635	.0153	3
Fairmont		8.8		2.7		13,893			5,146	19,487			8,090	2,834	1,200	4,723		.0073	
ookerille Lace		10.1		6.3 4.3		20,086 14,398	1		3,790	18,880 15,052			3,744 3,021	579 1,199		4,225 2,730		.0097	- 1
orrison		25.4		8.0		22,146			3,355	20,000			4,453	1,384		3,718			
Little Falls		7.0		1.8		8,764 67,590			4,869	12,054 80,561			2,344 9,876	482 2,334		2,974 8,931			= 1
Austin		26.0		7.6		46,795			6,157	36,431			7,623	2,057					
urray		14.8	.0091	3.6		16,894	.008	1,14	4,332	12,870	.0076	3,300	2,025	706	370	3,073	198	.0071	8
collet		22.6	.0139	8.1	13.8	28,067	.0100	1,16	4,910	13,54	.608	2,586	3,840	883	872	1,181	313	.010	A
bles		23.2	.0143	8.4	8.8	31,350	.012	1,35	4,900	30,84	.018	4,819	5,000	2,003	1,246	5,782	431	.014	8
Worthington		8.8 12.8		3.4		13,356			3,738				3,470 2,379						
lmated		49.6	.0307	13.0	32.0	75,332	.030	1,51	5,489	68,60	.040	4,991	9,317	8,022	2,842	13,005	3,017	.033	3
Rochester		82.0				55,451			6,161	60,240			7,773						
Fergus-Falls		18.6				16,361			3,733 34,812	42,88			3,088						
ennington Thief River		13.1				15,000			4,190										
Falls		7.4	.0040	2.1	3	10,300	.004	1,39	4,478	16,86	.009	9	2,566	1,781	454	5,656	372	.006	9
ins		17.1				15,490			3,162			2,816							
Pipestone		14.1							4,454 5 4,673			4,886	2,956 1,884						
olk		35.7			12.5	43,21			1 4,365										
Crookston	-	7.1				11,18			1 5,084				2,288					.005	8
Sp8		12.4			4 2.8	12,46			5 3,666			2,610							
amsey		382.4 325.	1 .2000	100.	5 367.1 0	580,94	9 .231	3 1,78	9 5,787 7 5,806 4 3,500	504,53	9 .296	9 4,534 7 5 3,730	103,648	182,377	20,982	83,637	14,274	.244	17
											1							1	
edwood		24.			3 3.9				6 4,304 9 4,314			3 3,860						.012	29
lice		38.			2 25.2				2 4,860			6 3,635							

2 Geni. Mdse, sales include mail order catalog sales. See page 20. A and A See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11 © SM, 1955.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

The St. Paul "Half" of the Nation's 13th Market Adds Up to a

"SALES BONANZA"

For You!



- ★ Population: 436,900
- * Annual Retail Sales: \$564,149,000
- ★ Effective Buying Income: \$738,330,000
- * Average Family Income: \$5,391

in the

St. Paul "Metropolitan Area"

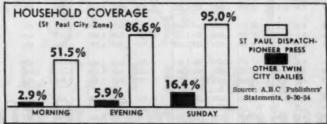
(Ramsey & Dakota Counties)

Add 'em up! The population, income and retail sales in the St. Paul "metropolitan area" of the nation's 13th largest market total up to a mighty fancy figure!

The 436,900 people in this market lug home nice fat pay checks totaling more than 738 million dollars annually . . . and how they love to *spend* 'em!

And when they buy . . . they buy through the advertising columns of the St. Paul Dispatch-Pioneer Press . . . the ONLY newspapers to blanket every prosperous inch of the land-10'-plenty St. Paul market!

Want to learn how you can ring up sales in these parts? We'd like to show you. Just write Dept. L, St. Paul Dispatch-Pioneer Press



♣ Source: May 16, 1955 Sales Management Survey of Buying Power



REPRESENTATIVES
RIDDER-JOHNS, INC.
NEW YORK - CHICAGO - DETROIT
SAN FRANCISCO - LOS ANGELES
ST. PAUL - MINNEAPOLIS

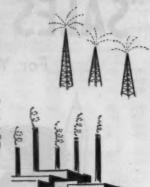
LOOKING FOR NEW PROFITS ?...



TACONITE has finally become a billion dollar reality, with the start of large-scale commercial use of low grade iron ore. Future possibilities are above conjecture . . these taconite developments will support upwards of 80,000 people.

FOREST PRODUCTS throughout this great area are appraised at 138 million dollars, with long-term conservation practices indicating ever increasing values for the huge stands of timber. OIL figures substantially in the economy of the Heartland served by WEBC. The pipeline from Alberta and two refineries producing 15,000 barrels daily, represent an investment of 12 million dollars.

ALL INDUSTRY in this growing economy is experiencing an unprecedented growth. 510 million dollars for defense-supporting projects, and the St. Lawrence seaway holds incalculable promise for the nation's No. 1 inland harbor.



WEBC

DULUTH • SUPERIOR GATEWAY TO AN EXPANDING MARKET

Represented Nationally by George P. Hollingbery Co.

560 KC

Represented Regionally by Bulmer & Johnson

MINNESOTA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-	0		TION TIMATI /85	ES	ACT I	TIVE BI			1		O O	773	L SALES	1954		1	SALES ANI ADVERTIS ING CONTROLS	
COUNTIES	politan Area	Total	55	Fami-	Urban- ized	Not	% of	Per	Per	Dollars	% of	County Sales	(lin	FIVE ST	ORE GRO			Buying	Oual
	Ma J	(theu- eands)	U.S.A.	iles (thou- sands)	Popu- lation (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(000)	U.S.A.	Sales Per Fam- liy	Food	General Mdes.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Rock		11.7	.0072	3.3	3.8	16,731	.0067	1,430	5,070	13,836	.0082	4,193	2,100	979	230	2,061	144	.0073	101
Rosenu		14.8	.0088	3.8		12,762	.0061	880	3,388	12,180	.0071	3,200	2,328	810	243	2,118	219	.0064	72
t. Louis	43	215.3	.1324	66.5	163.9	322,528	.1284	1,498	4.880	239,717	.1410	3,605	62,100	26,275	11,894	50,633	6.061	,1330	
▲Duluth	-	105.8	.0651	32.6		175,235	.0698			146,216	.0860	.,	34,063	15,889	8,791	29.509	4.356	.0737	113
Hibbing		17.6	.0108	5.4		28,896		1,642		25.786	.0152		6,324	2,930	1,214	7,673	605	.0125	
Virginia		18.7	.0084	4.4		21,613			4,912	21,576	.0127		4,276	3,205	726	5,605	528	.0098	
Scott	10	16.9	.0104	4.4	3.3	18,086	0079	1 000	4,104	14,390	.0085	3,273	3,167	618	457	2,814	357	.0082	79
Sherburne	10	10.6	.0065	2.7	10000	10,146	.0040		3,758	0,387	.0037	7.5000	1,120	232	138	1,417	85	.0044	
Sibley		15.5	.0006	4.2		17,704	.0071	1,142	4,218	12,872	.0078	3,005	1,802	1,310	303	1,518	278	.0078	81
Stearns	900	74.0	.0455	17.8	27.6	83,466	.8332	1,128	4,789	76,918	.0452	4,385	13,825	11,189	2,686	13,986	1,520	.0392	88
1St. Cloud		29.6	.0182	7.5		42,392	.0169	1,432	5,652	49,728	.0292		8,084	9,504	1,378	10,222	340	.0209	115
Steele		22.0	.0135	8,4	11.2	27,619	.0110	1,255	4,315	26,835	.0158	4,103	5,457	2,097	757	4,270	484	.0130	96
Owatonna		11.2	.0069	3.3		15,767			4,778	19,867	.0117	.,	3,489	1,833	640	3,475	376	.0080	
Stevens		11.0		2.1		13,935			4,805	12,302	.0072	4,242	2,300	563	522	1,583	230	.0083	
Swlft		16.3	.0100	4.8	3.0	18,373	.0074	1,127	4,083	22,427	.0132	4,984	3,996	1,587	635	4,492	289	.0096	96
Todd		24.7	.0152	6.7	2.8	21,488	.0005	870	3,207	19,996	.0118	2,984	5,511	847	627	2,703	326	.0108	71
Traverse		8.3	.0061	2.3		8,899	.0036	1,072	3,869	9,737	.0057	4,233	1,802	825	300	1,576	181	.0046	90
Wabasha		17.0	.0105	4.1	3.5	17,573	.0070	1,034	3,661	17,310	.0102	3,808	3,477	856	590	2,049	283	.0006	82
Wadena		12.7	.0078	3.4	4.0	12,060	.8048	950	3,547	16,538	.0097	4,864	2,327	1,936	480	3,940	265	.0069	81
Waseca		15.9	.0098	4.1	8.3	18,897	.0078	1,180	4,021	17,177	.0101	3,655	2,760	815	376	2,844	357	,0007	89
Washington		38.8	.0238	10.1	18.3	50,355	.0200	1,290	4,863	30,453	.0179	2,820	7,032	802	832	4.677	600	.0201	8
Stillwater		8.0	.0049	2.1	5	11,248	.0045	1,400	4,490	10,135	.0095	1000	3,507	386	- 690	2,789	160	.0001	1 124
Watonwan		14.0	.0080	4.1	3.9	17,536	.0070	1,25	4,394	15,230	.0000	3,808	2,750	845	481	2,496	387	.0079	97
Wilkin		10.4	,0064	2.	8.7	12,686	.0061	1,217	4,687	10,703	.0063	3,984	2,709	248	425	1,075	192	.0067	7 81
Winona		41.1	.0251	11.	25.7	51,663	.0000	1,257	4,378	43,991	.0258	3,728	9,985	4,357	1,393	9,410	977	.0231	91
Winona		25.7	.0158	7.	8	35,506	.0141	1,382	4,672	35,741	.0210		8,248	3,957	1,313	7,685	892	.0168	5 104
Wright		28.1	.0173	7.	B	28,092	.0100	961	3,481	30,285	.0178	3,883	7,616	1,530	747	5,726	451	.0143	2 8
Yellow Medicine		16.2	.0100	4.		18,400	.0073	1,130	4,002	17,736	.0106	3,866	2,624	1,215	707	3,643	256	.000	8 8
Total Above Cities		1,454.8	.8949	440.	5	2,520,420	1.0034	1,73	2 5,722	2,276,154	1.3386		456,160	389,104	112,136	467,949	64,378	1.082	4 121
Itate Total		3,105.7	1.9100	805.	8 1763.6	4,402,960	1.763	1,41	8 4,915	3,630,408	2.0783	3,941	736,44	480,627	148,081	867,373	99,580	1.881	0 8

MINNESOTA - Metropolitan County Areas

Duluth-Superior. 43 282.2 .1612 80.6 200.0 383,552 .1867 1.501 4.883 286,653 .1687 3.559 75,462 30.675 13,624 88,563 7.270 .1613 100

1 St. Cloud is in Benton, Sherburne and Stearns Counties.

© SM, 1955.

Before using these figures, see explanation page 11

Does She Buy Your Product?

What does the housewife think of your product? . . . Does she prefer your product? These questions are answered for you in the 1955 DULUTH-SUPERIOR CONSUMER ANALYSIS compiled by the Duluth Herald and News-Tribune Get the reaction of the buyers for 81,000 families in the Duluth-Superior Metropolitan Area!

This merchandising service gives you the 1955 picture of what, when and where consumers buy; brand preference, ownership and buying plans. Write today for your copy...it covers more than 150 product classifications, including foods, soaps, toiletries, appliances, beverages and general shopping habits.

0.33 Pr B 0.49 G B 0.19 HB 0.33 Gr B 0.59 Gr B | \$ 0.19 Gr B \$ \$ 0.55 Gr A 0.27 Gr B | \$ 0.27GrB | \$ \$.0.29 Pr A 0.29 Gr B | \$ \$ 0.25 Gr A 1.30 HB | \$ \$ 0.19GA 0.93 HB \$ 0.33G-A 0.63 Gr B \$ 0.98WA 0.17 Gr B \$ 0.21 Gr A 0.17 Gr B 0.49 Gr A 1.96 HB 0.37 Gr A 0.69 Gr B 0.39 Nt A \$ 0.35 Gr B

0:55 Gr B

0.29 ar B

The Progressive DU-LUTH-SUPERIOR MARKET is in the heart of the huge expanding Taconite empire where mining industries are now spending a half billion dollars in the development of taconite resources.

DULUTH HERALD Auluth News-Tribune

The Only Daily and Sunday Metropolitan Newspaper to Cover Northern Minnesota, Upper Wisconsin and Upper Michigan Effectively

81,063' Daily

70,212' Sunday

*Audit Bureau of Circulation

Ridder-Johns, Inc., General Advertising Representatives

* New York * Chicago * Detroit * Minneapolis * San Francisco * Los Angeles



Outdoor sells more!

• Now cut-outs give you new selling impact in outdoor advertising. Rotate them in one city or on an intercity basis! Ask us about GOA's new network plan!

General Outdoor Advertising Co.

General Offices Harrison & Loomis Streets Chicago 7, Illinois

 5.2
 2,678
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 34.5
 14.4
 28.1
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 29.0
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 32.6
 41.5
 9.6
 25.0

43.5% of all retail sales in Minnesota are made in the TWIN CITIES area! -another GOA market

	Metro-		POPULA ES 1/	MAN A & A COL	ES	EFFECTIVE BUYING INCOME ESTIMATES-1854				RETAIL SALES ESTIMATES—1854								SALES ANI ADVERTIS ING CONTROLS	
AREA	politan Area	Total	S.	Fami-	Urban-	Not	96	Par	Par	Dellars (add 800)	of U.S.A.	Coun-	FIVE STORE GROUPS (in thousands of dollars—add 000)					Buying	Oual
		(thou- sands)	of U.S.A.	(thou- sands)	Population (thou-sands)	Dellars (add 000)	U.S.A.	Par Cap- ita	Per Fam- ity			Sales Per Fam- ily	Food	General Mdes.	Furn House- Radio	Auto- mative	Drug	Power Index	ity In- dex
Minneapelis- St. Paul	92	1,199.7	.7379	302.0	1007.6	2,127,436	.8471	1,773	5,864	1,551,460	.9123	4,276	326,867	313,239	74,301	283,514	48,578	.8450	115
Total of Areas	-	1,461.9	.8001	443.4	1287.6	2,520,986	1.0838	1,724	5,086	1,838,313	1.0810	4,146	402,329	344,114	87,925	343,077	55,848	1.0063	112

	Total	In-			ET IN	COME	GROU	PS, 190	54			Total	in-	NET INCOME GROUPS, 1954								
	Cen- sumer Units (thous.)	per Con- sumer Unit \$	\$0-2,498 % in- Units come		\$2,500-3,899 % in- Units come		% In-		\$7,000 & Over		COUNTIES	Con- sumer Units (thous.)	Gen- sumer Unit \$	\$0-2,496 % % in- Units come		\$2,500 % Units	\$2,500-3,999 % In- Units come		75 In- come	\$7,000 % Units	% In-	
Althin	4.1	2,760	51.2	25.3	31.4	37.0	13.5	25.4	3.9	12.3	Chicago	4.3	3,242	45.0	19.0	26.9	27.0	21.5	34.7	6.6	19.3	
Aneka	12.1	4,577	21.6	6.5	24.6	17.5	41.6	47.4	12.2	28.6	Clay	12.2	4,139	34.4	11.4	24.7	19.4	29.7	37.5	11.2	31.7	
Becker	7.4	3,219	47.4	20.2	26.8	27.1	18.6	30.1	7.2	22.6	Moorhead	6.8	4,068	35.7	12.0	22.6	18.1	31.2	40.0	10.5	29.9	
Detroit Lakes.	2.2	3.784	38.1	13.8	26.2	22.6	25.3	34.9	10.4	28.7	Clearwater	2.9	2,809	56.4	29.6	26.6	33.2	14.1	28.2	2.9	9.0	
Beltrami	7.6	3,073	46.5	20.7	29.9	31.7	18.6	31.7	5.0	15.9	Cook	.9	3,143	43.9	19.1	31.0	32.2	20.6	34.2	4.5	14.5	
Bemidji	3.8	3,442	40.4	18.1	29.4	27.9	22.3	33.8	7.9	22.2	Cottonwood	4.9	4,221	28.5	9.2	31.2	24.1	26.9	33.3	13.4	33.4	
Benton	4.3	3,438	35.7	14.2	35.6	33.7	22.3	33.0	6.4	18.2	Crow Wing	9.7	3,715	35.2	12.9	30.4	28.7	27.4	38.6	7.0	21.8	
Big Stone	2.6	3,651	34.7	13.0	32.7	28.2	23.9	34.2	8.7	23.8	Brainerd	4.4	4,187	27.5	9.0	28.2	22.0	35.2	43.8	9.1	25.2	
Blue Earth	13.8	4,063	37.5	12.6	27.3	22.0	23.9	30.8	11.3	34.6	Dakota	15.2	4.814	22.3	8.3	24.1	16.3	38.3	41.6	15.3	35.8	
Mankuto	8.5	4.057	39.0	13.1	25.6	20.6	23.9	30.8	11.5	35.5	South St. Paul.	5.4	5,113	18.5	4.9	21.3	13.6	43.1	44.1	17.1	37.4	
Brown	8.1	3,727	34.8	12.8	29.1	25.4	26.7	37.4	9.4	24.4	Dodge	3.7	3,465	38.7	15.3	29.5	27.7	24.2	38.5	7.6	20.5	
New Ulm	3.2	3,594	37.5	14.3	28.0	25.4	26.8	38.9	7.7	21.4												
Cariton	7.4	3,906	29.7	10.4	27.7	23.1	33.6	45.0	9.0	21.5	Douglas	6.9	3.240	39.5	16.6	34.6	34.7	20.5	33.0	5.4	15.7	
Carver	5.5	4.058	31.6	10.8	28.0	22.5	28.4	36.0	12.0	30.3	Alexandria	2.5	3,551	35.6	13.7	32.7	30.0	24.0	35.3	7.7	21.0	

Freeborn.

Albert Les

Chippowa... @ SM, 1955.

30.2 10.1 30.1 24.0

29.6 22.5

41.2 16.8 30.7 29.7

3,551 4,069 3,367 4,291 4,308

27.8

7.3

11.1

27.2 34.7

20.6 31.8

7.5 21.7





TELE-SELL

At work NOW...in 131 stores accounting for 40% of all grocery sales in Minneapolis-St. Paul. Not only foods, but other products, too, can enlist the power of WCCO-TV's flexible Tele-sell plan.

An active...hard-hitting...

practical merchandising

program in the WCCO-TV

tradition of leadership in

all phases of Northwest television...

The biggest single advertising force in Minneapolis-St. Paul... the station with the top shows (11 of the first 15)... the biggest audiences (32% larger than the nearest competitor)... the experience ... the results.

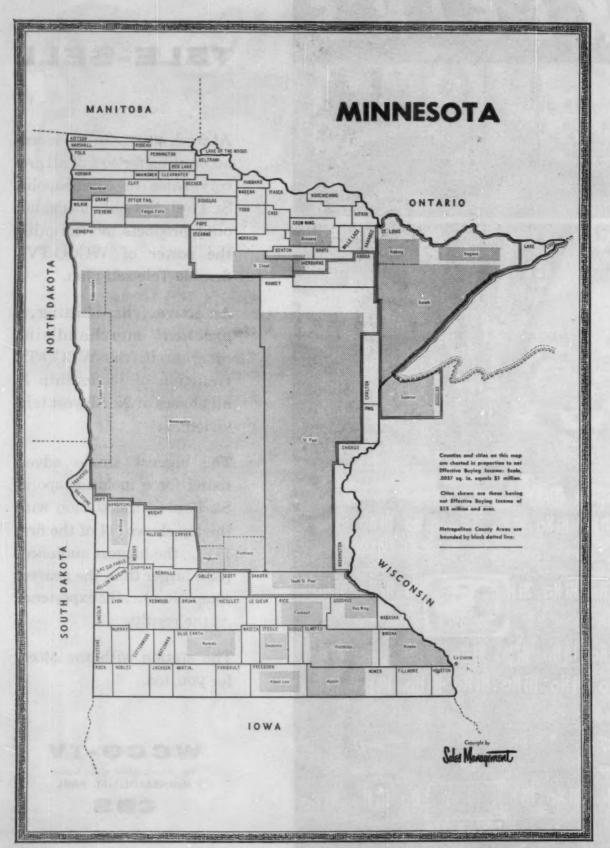
The station with the MOST for you, too.

WCCO-TV

The other member of the family MINNEAPOLIS-ST. PAUL

CBS

Source: February Telepulse



MINNESOTA - 57	Income Breakdown of Consumer Spendin	g Units — (Continued)

COLINIES Circle (Bloom) CITIES (Bloo		Total	in- come	- 3		IET IN	COME	GROU	PS, 19	54		F 2 (8. 9	Total	in-	5	,	NET IN	COME	GROU	PS, 19	14	
Red Wing. 4.0 4.38 94.0 7.8 29.0 22.3 34.6 41.7 10.9 99.2 Falls 2.8 3.88 32.5 11.2 27.2 22.4 30.6 46.4 94.6 44.6		Con- sumer Units	Con- sumer Unit		95	a	% In-	- W	% In-	g g	% in-		Con- eumer Units	per Con- sumer Unit	95	% in-	%	% In-	95	% in-	96	% In-
Grant. 2.8 3, 468 37,8 14,8 22,9 20,0 22,0 34,1 7,1 21,1 Pipe, 5,1 3,618 46,1 20,9 2, 31,3 20,3 38,2 4,1 3,1 41,1 41,1 41,1 41,1 41,1 41,1 4	Geedhue	10.5	3,913	38.0	11.5	29.9	24.9	28.0	37.4	9.1	25.2	Thief River	100	1170	1-7							
Hennespin. 280, 8 4,800 24,5 8,7 22,1 14,4 35,9 37,4 17,5 17,		4.0	4,335	24.9	7.8	29.6	22.3	34.6	41.7	10.9	28.2		2.8	3,958	32.5	11.2	27.2	22.4	30.6	40.4	9.7	26.0
Minneapolis (1974) 4,850 gold, 17, 24 gold, 18,4 gold,		2.8	3,494	37.8	14.8	32.2	30.0	22.9	34.1	7.1	21.1	Pine	5.1	3,916	46.1	20.9	29.2	31.5	20.8	35.2	4.4	12.4
Highfield 10, 2 5,864 14,0 2,0 21,3 12,2 23,1 29,5 24,0 24,4 33,0 30,0 31,			4,998	24.5	8.7	22.1	14.4	35.9	37.5				4.4	3,975	31.4	10.8	30.7	25.2	27.7	36.4	10.2	27.6
Richisolal. 90.2 6,864 16.5 4.1 15.6 10.6 44.6 41.9 20.5 43.2 Crookston. 2.7 4,200 20.2 10.5 25.9 20.1 20.7 38.0 11.2 Robbinsolals. 4.2 5,881 11.6 15.5 4.0		207.4	4,830	26.1	7.4	22.8	15.4	34.6	37.4				1.9	3,975	29.4	10.1	30.9	28.3	30.7	40.4	9.0	24.2
Robbindala. 4, 2, 8,881 18,6 3.4 16,0 18,8 9.1 46,1 42,3 21,6 44,8 9 Housten. 4,4 3,849 20,0 18,0 20,4 18,0 21,5 33,1 91, 24,9 12,5 33,1 91, 24,9 12,4 18,1 18,2 18,2 19,4 17,1 18,1 18,2 18,2 19,4 18,4 18,4 18,4 18,4 18,4 18,4 18,4 18			5,862			21.3		43.1	39.8	1				3,868	87.1	13.1	28.5	24.0	24.4	33.0	10.0	28.9
St. Louis Park. 11.9 0.212 15.5 3.4 19.0 0.4 42.1 35.4 20.3 82.9 Pune. 3.7 3.338 41.7 17.1 28.5 28.1 23.6 38.4 6.9 Haustein 4.4 3.686 29.0 18.0 20.0 18.0 20.7 20.2 20.5						18.4		44.6				Crookston	2.7	4,200	32.2	10.5	25.9	20.1	30.7	38.0	11.2	31.4
Heustenn													100	1000	0.00				-		-	
Hubbard				1000						-						17.1	28.8			35.4	6.9	
				14000000		100000			110777-01	2.77						6.5	21.0		38.1	39.8		40.0
Hasses 12,2 3,781 32,1 11,7 31,1 27,0 30,0 41,8 6.8 19,7				2000					22.00	1						6.6	21.0		37.8	39.5	17.8	40.2
Hissen	leanti	3.5	3,021	45.6	20.7	32.2	34.8	17.5	30.1	4.7	14.4					21.7	23.4		23.2		5.0	13.5
Grand Rapids. 2.3 4, 316 25, 2 6, 0 22.7 22.4 34, 6 41, 0 10.5 27.7 Esises. 4, 9 4, 906 29.5 9, 8 23.2 25, 7 25.0 32.0 33, 28, 7 25.0 32.0 33, 28, 7 25.0 32.0 33, 28, 7 25.0 32.0 34, 8 4, 90 4, 91, 92.3 34, 8 4, 91, 92.3 34, 8 4, 91, 92.3 34, 8 4, 92.4 32.3 34, 8 4, 92.4 32.3 34, 8 4, 92.4 32.3 34, 8 4, 92.4 32.3 34, 92.4 32.3 34, 8 4, 92.4 32.3 34, 8 4, 92.4 32.3 34, 8 4, 92.4 32.3 34, 8 4, 92.4 32.3 34, 8 4, 92.4 32.3 34, 8 4, 92.4 32.3 34, 92.4 32.3 34, 8 4, 92.4 32.3 34, 8 4, 92.4 32.3 34, 8 4, 92.4 32.3 34, 8 4, 92.4 32.3 34, 8 4, 92.4 32.3 34, 8 4, 92.4 32.3 34, 9						. 6		1037		1				4,001		10.1	81.8	25.9	28.3		12.2	20.6
Jacksen 4.9 4,086 29.5 9.8 23.3 25.7 25.0 22.0 32.2 25.1 8.6 25.0 25.2 25.0 25.0 25.2 25.0 25.0 25.2 25.0 25.0																10.5	31.8		26.3	34.6	11.4	28.9
Kanshee. 2.0 2.984 48.2 29.7 32.4 32.3 85.1 84.3 2.3 4.2 11.9 Killipair. 3.8 3,777 35.4 12.8 28.0 24.2 27. 39.9 36.4 15.2 28. Willipair. 3.8 4,256 27.1 8.7 25.2 18.3 37.2 45.6 10.5 28.4 Willipair. 3.8 4,256 27.1 8.7 25.2 18.3 37.2 45.6 10.5 28.4 Kittsen. 2.7 3,776 37.9 13.0 30.1 21.4 23.3 30.5 12.8 28.1 Kittsen. 2.7 3,776 37.9 13.0 30.1 21.4 23.3 30.5 12.8 28.1 Lake 3.3 3,00 32.0 11.6 32.5 27.6 20.0 35.7 9.5 28.6 Lake 3.2 4,284 26.7 8.6 23.3 17.8 32.3 18.4 32.7 37.8 19.9 Weeds. 3.2 4,284 26.7 8.6 23.3 17.8 39.8 38.1 10.0 27.6 25.3 38.1 8.8 23.2 Lake of the Weeds. 5.7 3,877 33.1 11.0 30.8 25.3 28.6 38.6 11.5 30.1 Lincain. 3.2 3,973 33.1 11.0 30.8 25.3 28.6 38.6 11.5 30.1 Lincain. 3.2 3,973 33.1 11.0 30.8 25.3 28.6 38.6 11.5 30.1 Lincain. 3.2 3,973 33.1 11.0 30.8 25.3 28.6 38.6 11.5 30.1 Lincain. 3.2 3,973 33.1 11.0 30.8 25.3 28.6 38.6 11.5 30.1 Lincain. 3.2 3,973 33.1 11.0 30.8 25.3 28.6 38.6 11.5 30.1 Lincain. 3.2 3,973 33.1 11.0 30.8 25.3 28.6 38.6 11.5 30.1 Lincain. 3.2 3,973 33.1 11.0 30.8 25.3 28.6 38.6 11.5 30.1 Lincain. 3.2 3,973 33.1 11.0 30.8 25.3 28.6 38.6 11.5 30.1 Lincain. 3.2 3,973 33.1 11.0 30.8 25.3 28.6 38.6 11.5 30.1 Lincain. 3.2 3,974 33.1 11.0 30.8 25.3 28.6 38.6 11.5 30.1 Lincain. 3.2 3,974 33.1 11.0 30.8 25.3 28.6 38.6 11.5 30.1 Lincain. 3.2 3,974 33.1 11.0 30.8 25.3 28.6 38.6 11.5 30.1 Lincain. 3.2 3,975 30.1 30.1 27.1 24.8 35.2			4,316	25.2	8.0	29.7	22.4	34.6	41.9	1			13.3	3,356	46.2	18.9	24.8	24.1	22.3	34.6	6.7	22.4
Mandropoin 8.8 3,787 33.4 12.8 28.0 24.2 22.7 39.9 7.9 25.1			4,086	29.5	9.9	82.3	28.7	25.0	-						30.4	10.1	30.0	23.9	29.4	37.4	10.2	28.6
Williams 3.0 4.286 27.1 8.7 25.2 19.3 37.2 45.6 10.5 28.4 Motteen 2.7 3.978 37.9 13.0 36.1 21.4 33.2 30.5 12.8 38.1 Motteen 2.7 3.978 37.9 13.0 36.1 21.4 33.2 30.5 12.8 38.1 Motteen 2.7 3.978 37.9 13.0 36.1 21.4 33.2 30.5 12.8 38.1 Motteen 3.2 3.978 37.9 13.0 36.1 21.4 33.2 30.5 12.8 38.1 Motteen 3.2 4.284 27.7 8.7 26.1 19.6 34.6 41.7 11.6 21.8 12.8 12.8 12.8 12.8 12.8 12.8 12.8								2000											29.9	35.4	15.2	
Kittsen		8.8	3,767	35.4	12.8	28.0	24.2	28.7	39.9	7.9	23.1			3,212	45.3	19.3	29.0	29.5	19.7	32.0	6.0	19.2
Koechiehing 6.6 3,723 34.7 12.8 25.1 22.0 32.4 48.3 7.8 19.9 Hibbing 6.0 4,807 19.9 8.7 23.3 18.6 43.6 47.3 13.2 2 Lake 3.2 4,284 26.7 8.6 23.3 17.8 39.3 48.1 10.7 25.5 Sooth 4.8 3,772 24.1 22.8 22.3 27.3 27.4 9.6 27.3 10.4 10.4 10.4 25.5 80.0 4.8 3,772 24.1 22.8 22.3 27.3 40.2 7.7 27.3 28.2 25.5 38.1 11.0 28.8 5.0 14.4 Sherburns 2.9 3,548 37.1 14.3 28.3 28.2 27.3 40.2 7.3 4.8 3.6 11.5 31.1 30.0 27.2 28.3 18.5 38.0 11.5 31.1 30.0 27.2 28.3 28.0 28.0 28.2 <t< td=""><td>Willmar</td><td>3.8</td><td>4,256</td><td>27.1</td><td>8.7</td><td>25.2</td><td>19.3</td><td>37.2</td><td>45.8</td><td>10.5</td><td>26.4</td><td></td><td></td><td>4,336</td><td>27.7</td><td>8.7</td><td>26.1</td><td>19.6</td><td>34.6</td><td>41.7</td><td>11.6</td><td>30.0</td></t<>	Willmar	3.8	4,256	27.1	8.7	25.2	19.3	37.2	45.8	10.5	26.4			4,336	27.7	8.7	26.1	19.6	34.6	41.7	11.6	30.0
Lac Qui Parie. 4.3 3,808 32.0 11.8 32.5 27.8 26.0 38.7 9.8 28.8 Virginis. 5.0 4,309 25.7 8.2 28.3 21.4 35.6 43.1 10.4 2 Lake 32 4,244 28.8 9.7 8.6 23.3 17.8 39.3 48.1 10.7 25.5 Scott. 4.8 3,772 34.1 12.4 29.3 28.3 27.0 37.4 9.6 12.4 Lake of the Weeds. 1.4 2,809 47.1 21.9 31.6 34.9 16.3 28.8 5.0 14.4 Sherhurns. 2.9 3,548 37.1 14.3 28.3 25.0 27.3 40.2 7.3 12.5 Scott. 4.8 3,772 34.1 12.4 29.3 28.3 27.0 37.4 9.5 12.5 Scott. 4.8 3,772 34.1 12.4 29.3 28.3 27.0 37.4 9.5 12.5 Scott. 4.8 3,772 34.1 12.4 29.3 28.3 27.0 37.4 9.5 12.5 Scott. 4.8 3,772 34.1 12.4 29.3 28.3 27.0 37.4 9.5 12.5 Scott. 4.8 3,772 34.1 12.4 29.3 28.3 27.0 37.4 9.5 12.5 Scott. 4.8 3,772 34.1 12.4 29.3 28.3 27.0 37.4 9.5 12.5 Scott. 4.8 3,772 34.1 12.4 29.3 28.3 27.0 37.4 9.5 12.5 Scott. 4.8 3,772 34.1 12.4 29.3 28.3 27.0 37.4 9.5 12.5 Scott. 4.8 3,772 34.1 12.4 29.3 28.3 27.0 37.4 9.5 12.5 Scott. 4.8 3,772 34.1 12.4 29.3 28.3 27.0 37.4 9.5 12.5 Scott. 4.8 3,772 34.1 12.4 29.3 28.5 25.0 37.3 40.2 17.3 12.5 Scott. 4.8 3.7 12.5		2.7	3,976	87.9	13.0	26.1		23.2	30.5					4,544	27.2	8.2	24.1	17.3	35.2	40.4	13.5	34.1
Lake 3.2 4,284 26.7 8.6 23.3 17.8 29.3 48.1 10.7 25.5 Scett 4.8 3,772 34.1 12.4 29.3 25.3 27.0 37.4 9.6 2 Lake of the Weeds 1.4 2,946 47.1 21.9 31.6 34.9 16.3 28.6 5.0 14.4 Sherburne 2.9 3,848 37.1 14.3 28.3 26.0 27.3 40.2 7.3 14.5 14.5 14.5 14.5 14.5 14.5 14.5 14.5	Keechiching	5.6	3,723	34.7	12.8	25.1	22.0	32.4	45.3	7.8	19.9	Hibbing	8.0	4,807	19.9	5.7	23.3	15.8	43.6	47.3	13.2	31.2
Lake of the Woods. 1.4 2,948 47.1 21.9 31.6 34.9 16.3 28.8 5.0 14.4 Le Sueur	Lac Qui Parie	4.3	3,806	32.0	11.5	32.5	27.8	26.0	35.7	9.5	25.0	Virginia	5.0	4,309	25.7	8.2	28.3	21.4	35.6	43.1	10.4	27.3
Weeds. 1,4 2,946 47.1 21.9 31.6 34.9 16.3 28.8 5.0 14.4 Sherburne. 2.9 3,548 37.1 14.3 28.3 28.0 27.3 14.4 Sherburne. 2.9 3,548 37.1 14.3 28.3 28.0 27.3 18.0 27.2 25.3 38.1 11.6 27.2 25.3 38.1 11.0 30.8 25.3 28.6 38.0 11.5 30.1 St. Cloud. 10.8 4,30 36.1 12.0 23.1 18.2 29.0 36.6 11.8 11.8 11.8 25.2 25.3 38.0 11.5 30.1 Steele. 8.8 4.037 33.8 11.1 29.1 23.5 28.8 37.3 39.3 11.5 31.9 31.8 32.1 32.0 30.0 33.8 11.5 31.0 30.0 33.8 11.5 31.0 30.0 33.8 11.2 29.0 38.8 37.3 33.1 34.0 <th< td=""><td>Lake</td><td>3.2</td><td>4,264</td><td>26.7</td><td>8.6</td><td>23.3</td><td>17.8</td><td>39.3</td><td>48.1</td><td>10.7</td><td>25.5</td><td>Scott</td><td>4.8</td><td>3,772</td><td>34.1</td><td>.12.4</td><td>29.3</td><td>25.3</td><td>27.0</td><td>37.4</td><td>9.6</td><td>24.8</td></th<>	Lake	3.2	4,264	26.7	8.6	23.3	17.8	39.3	48.1	10.7	25.5	Scott	4.8	3,772	34.1	.12.4	29.3	25.3	27.0	37.4	9.6	24.8
Le Seeur. 6.8 3,684 34.9 13.1 31.0 27.6 25.3 38.1 8.8 23.2 Sibley. 4.8 3,684 35.4 12.1 32.3 28.6 22.3 31.8 10.0 0 5 5 1.0 0 10.0	Lake of the			-								Contract to	10000	117-01	41							
Linceln	Weeds	1.4	2,948	47.1	21.9	31.6	34.9	16.3	28.8	5.0	14.4	Sherburne	2.9	3,548	37.1	14.3	28.3	26.0	27.3	40.2	7.3	19.8
Lincells	Le Sueur	5.8	3,654	34.9	13.1	81.0	27.6	25.3	36.1	8.8	23.2	Sibley	4.8	3,694	35.4	13.1	32.3	28.6	22.3	31.6	10.0	26.7
Lyon 7.2 4,234 29.8 9.7 30.0 23.1 28.7 35.2 11.5 21.8 Steele 6.8 4,637 33.8 11.1 29.1 23.5 28.8 37.3 9.3 Marshall. 2.3 4,496 25.4 7.7 29.8 21.8 31.4 36.5 13.4 34.2 Owstonsa. 3.8 4,174 30.0 9.8 28.5 22.3 32.0 40.0 9.5 3 Marshall. 7.3 3,883 35.3 12.1 30.7 27.1 24.8 35.2 9.2 24.6 Swift 3.4 4,747 30.0 9.8 28.5 22.3 32.0 40.0 9.5 3 Marshall. 4.2 3,300 42.7 17.7 32.4 32.0 17.4 27.6 7.5 22.7 Todd 4.9 3,781 33.9 12.2 30.8 28.6 25.4 35.1 9.9 3 Marshall. 4.2 3,300 42.7 17.7 32.4 32.0 17.4 27.6 7.5 22.7 Todd 4.9 3,781 33.9 12.2 30.8 28.6 25.4 35.1 9.9 3 Marshall. 4.2 3,300 42.7 17.7 32.4 32.0 17.4 27.6 7.5 22.7 Todd 7.4 2,020 48.7 22.8 27.9 31.1 10.5 34.9 3.0 Marshall. 4.2 3,300 40.4 15.8 28.1 28.2 23.3 34.7 8.2 23.3 Wadena. 3.9 3,098 44.8 17.4 27.7 27.4 25.0 39.8 5.5 18.4 Marshall. 5.4 3,285 41.8 17.4 27.7 27.4 25.0 39.8 5.5 18.4 Marshall. 5.4 3,285 41.8 17.4 27.7 27.4 25.0 39.8 5.5 18.4 Marshall. 5.4 3,285 41.8 17.4 27.7 27.4 25.0 39.8 5.5 18.4 Marshall. 5.4 3,285 41.8 17.4 27.7 27.4 25.0 39.8 5.5 18.4 Marshall. 5.4 3,285 41.8 17.4 27.7 27.4 25.0 39.8 5.5 18.4 37.8 Wadena. 3.9 3,098 44.8 19.5 34.2 30.0 16.1 27.2 5.4 18.4 18.8 26.7 27.1 27.9 25.7 39.7 5.8 17.8 Washington. 11.1 4,820 24.3 7.3 25.5 18.4 37.4 43.3 12.8 18.8 26.7 25.7 25.7 39.7 5.8 17.8 Washington. 11.1 4,820 24.3 7.3 25.5 18.4 37.4 43.3 12.8 18.8 18.8 26.7 25.7 25.7 39.7 5.8 17.8 Washington. 11.1 4,820 24.3 7.3 25.5 18.4 37.4 43.3 12.8 18.5 24.2 24.2 42.4 37.3 32.5 18.2 24.2 42.4 43.3 12.8 18.5 24.2 24.3 7.3 25.5 18.4 37.4 43.3 12.8 18.5 24.2 24.3 7.3 25.5 18.4 37.4 43.3 12.8 18.5 24.2 24.4 4.5 18.8 26.7 25.7 25.7 39.7 5.8 17.8 Washington. 11.1 4,820 24.3 7.7 25.0 25.5 38.9 7.4 18.5 18.5 18.5 18.5 18.5 18.5 18.5 18.5													22.5	3,713	42.0	15.5	24.8	21.3	24.3	34.1	9.4	29.1
Marshall 2.3 4,490 25.4 7.7 29.8 21.6 31.4 36.5 13.4 34.2 Owatonna 3.8 4,174 30.0 9.8 28.5 22.3 32.0 40.0 9.5 McLoed 7.3 3,685 38.3 13.1 30.7 27.1 24.8 35.2 9.2 24.6 Stevens: 3.4 4,097 29.6 9.9 31.8 25.2 22.8 26.8 22.8 32.8 12.8 Markinall 4.2 2,967 50.0 22.1 26.4 29.1 17.6 31.1 5.4 16.4 50.0 4.9 3,781 3.9 22.8 28.2 22.3 35.1 9.9 Martin 8.0 4,429 26.4 8.2 29.2 21.5 31.4 31.2 31.7 37.3 31.1 15.5 34.8 31.1 25.4 37.8 41.8 17.4 27.2 22.0 20.4 28.1 11.2 7 42.2	Lincoln	3.2	3,978	32.1	11.0	30.8	25.3	25.6	33.6	11.5	30,1	St. Cloud	10.3	4,130	36.1	12.0	23.1	18.2	29.0	36.8	11.8	33.2
McLeed 7.3 3,685 35.3 13.1 30.7 27.1 24.8 35.2 9.2 24.6 Sevens: 3.4 4,097 29.6 9.9 31.8 25.3 25.8 32.8 12.8 Marshall 4.2 3,300 42.7 17.7 32.4 32.0 17.4 27.6 7.5 22.7 Tedd 7.4 22.92 24.5 33.9 12.2 30.8 28.8 28.8 32.8 34.9 3.9 33.9 12.2 30.8 28.8 28.4 35.1 9.9 34.8 3.781 3.781 33.9 12.2 30.8 28.8 28.4 35.1 9.9 34.8 3.781 3.781 3.781 3.9 43.783 3.781 3.53 3.4 3.2 22.7 72.4 22.5 33.8 3.8 28.2 3.73 3.0 48.8 3.781 3.9 48.3 18.5 74.7 27.4 22.5 33.8 3.1 22.5 28.0	Lyon	7.2	4,234	29.8	9.7	30.0	23.1	28.7	35.3	11.5	31.9	Steele	8.8	4,037	32.8	11.1	29.1	23.5	28.8	37.3	9.3	28.1
Mahneman. 1.7 2,987 50.6 22.4 26.4 29.1 17.6 31.1 5.4 16.4 Swift	Marshall	2.3	4,496	25.4	7.7	29.8	21.8	31.4	36.5	13.4	34.2	Owatonna	3.8	4,174	30.0	9.8	28.5	22.3	32.0	40.0	9.5	27.9
Mahneman. 1.7 2,987 50.6 22.4 26.4 29.1 17.6 31.1 5.4 16.4 Swift	McLeed	7.3	3,685	35.3	13.1	30.7	27.1	24.8	35.2	9.2	24.6		3.4		29.6	9.9	31.8	25.3	25.8	32.8	12.8	32.0
Marshall 4.2 3,300 42.7 17.7 32.4 32.0 7.4 27.6 7.5 22.7 Todd 7.4 2,020 48.7 22.8 27.9 31.1 19.5 34.9 3.9 Fairmount 2.1 4,453 25.7 7.9 26.0 19.7 35.3 41.4 12.1 31.0 33.4 Wabasha 5.4 3,285 41.8 17.4 27.7 27.4 25.0 30.8 35.8 41.8 17.4 27.7 27.4 25.0 30.8 35.8 41.8 17.4 27.7 27.4 25.0 30.8 35.8 41.8 17.4 27.7 27.4 25.0 30.8 30.8 30.8 44.8 17.4 27.7 22.3 34.7 8.2 23.3 Wadena 3.9 3,698 44.8 19.5 34.2 28.0 10.5 11.2 17.2 5.4 41.8 11.2 27.2 26.0 18.7 17.8 11.8 30.8	Mahneman	1.7	2,957	50.6	23.4	26.4	29.1	17.6	31.1	5.4	16.4	Swift	4.9	3,781	33.9	12.2	30.8	26.6	25.4	35.1	9.9	26.1
Martin. 8.0 4,429 26.4 8.2 29.2 21.5 31.4 38.9 13.0 33.4 Traverse 2.4 3,784 36.7 13.3 31.7 27.3 20.4 28.1 11.2 Fairmount. 3.1 4,453 25.7 7.9 20.9 19.7 35.3 41.4 12.1 31.0 Wahasha 5.4 3,285 41.8 17.4 27.7 27.4 25.0 30.8 5.5 Mille Lace 4.5 3,704 45.2 16.5 27.1 27.9 22.5 30.9 5.2 15.7 Wadena 3.9 4.8 19.5 34.2 30.0 5.2 15.7 Wadena 3.9 4.8 19.6 22.1 27.2 22.5 30.0 5.2 15.7 Wadena 3.9 4.8 3.8 4.8 19.6 22.5 25.7 25.7 39.7 5.8 17.8 Washington 11.1 4,82 24.9 7.7 25.3 16.0 25.5 </td <td>Marshall</td> <td>4.2</td> <td>3,300</td> <td>42.7</td> <td>17.7</td> <td>32.4</td> <td>32.0</td> <td></td> <td></td> <td>7.5</td> <td>22.7</td> <td></td> <td></td> <td></td> <td>48.7</td> <td>22.8</td> <td>27.9</td> <td>31.1</td> <td>100000</td> <td>34.9</td> <td></td> <td>11.2</td>	Marshall	4.2	3,300	42.7	17.7	32.4	32.0			7.5	22.7				48.7	22.8	27.9	31.1	100000	34.9		11.2
Fairmount. 3.1 4,453 25.7 7.9 26.9 19.7 35.3 41.4 12.1 31.9 Wabasha. 5.4 3,285 41.8 17.4 27.7 27.4 25.0 39.8 5.5 Meeker. 5.7 3,501 40.4 15.6 23.1 28.2 23.3 34.7 8.2 23.3 Watera. 3.9 3,099 44.3 19.5 34.2 36.0 16.1 27.2 5.4 18.1 Meeker. 5.7 3,501 44.8 12.1 27.9 22.5 39.9 5.5 15.7 Merrisen. 7.3 3,041 48.1 21.6 27.6 28.6 19.8 34.0 4.5 14.8 Waseca. 4.9 3,864 32.7 11.6 30.8 28.0 26.0 35.1 10.5 14.1 14.1 14.1 15.0 15.1 15.1 15.1 15.1 15.1 15.1 15	Martin	8.0	4,429	26.4	8.2	29.2	21.5	31.4	38.9	13.0	33.4	Traverse	2.4	3,784	36.7	13.3	31.7	27.3	20.4	28.1	11.2	31.3
Meeker. 5.7 3,501 40.4 15.8 28.1 28.2 23.3 34.7 8.2 23.3 Wadena. 3.9 3,698 44.8 19.5 34.2 38.0 16.1 27.2 5.4 Mills Lass. 4.6 3,174 46.2 19.5 27.1 27.9 22.5 30.0 5.2 15.7 Wasena. 3.9 3,698 44.8 19.5 34.2 38.0 16.1 27.2 5.4 Millie Lass. 4.6 3,388 41.8 16.8 26.7 25.7 39.7 5.8 17.8 Wasena. 4.9 3,684 32.7 11.6 30.8 25.0 26.0 35.1 10.5 11.5 30.0 26.7 25.7 39.7 5.8 17.8 Wasenington. 11.1 4,820 24.3 7.3 25.5 18.4 31.2 26.0 36.1 12.5 44.0 41.3 3.0 44.0 13.5 44.0 44.3 38.0 44.0 <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>12.1</td><td>31.0</td><td></td><td></td><td></td><td>7.50</td><td></td><td></td><td></td><td></td><td>2000</td><td></td><td></td></th<>										12.1	31.0				7.50					2000		
Mille Lass. 4.5 3,174 45.2 19.5 27.1 27.9 22.5 30.0 5.2 15.7 Washington. 4.8 3,884 32.7 11.6 30.8 28.0 30.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 35.1 10.5 20.0 20.1 20.0 20.1 20.0 20.1 20.0 20.1 20.0 20.0 20.1 20.0 20.0 20.0 20.0 20.0 20.0 20.0 <td></td> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td></td> <td></td> <td></td> <td>8.2</td> <td></td> <td>100000000000000000000000000000000000000</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>10000</td> <td></td> <td>2000</td> <td></td>						1				8.2		100000000000000000000000000000000000000							10000		2000	
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Little Falls . 2.6 3,388 41.8 16.8 26.7 25.7 25.7 39.7 5.8 17.8 Washington . 11.1 4,620 24.3 7.3 25.5 16.4 37.4 43.3 12.8 1 Mover . 13.5 5,001 23.1 6.3 19.6 12.8 40.0 41.8 17.3 36.1 Sillwater . 2.5 4,425 24.9 7.7 25.3 18.6 37.3 44.0 12.5 34.0 Material . 2.5 4,425 24.9 7.7 25.3 18.6 37.3 44.0 12.5 34.0 Material . 2.5 4,425 24.9 7.7 25.3 18.6 37.3 44.0 12.5 34.0 Material . 2.5 4,425 24.9 7.7 25.3 18.6 37.3 44.0 12.5 34.0 Material . 2.5 4,425 24.9 7.7 25.3 18.6 37.3 44.0 12.5 34.0 Material . 2.5 4,425 24.9 7.7 25.0 18.4 37.3 40.9 9.7 34.0 Material . 3.1 4,137 30.2 10.0 26.1 20.6 31.0 38.1 12.7 Minoliet . 7.1 3,671 39.1 14.5 25.0 22.2 26.2 37.3 9.7 28.0 Wilkin . 3.1 4,137 30.2 10.0 26.1 20.6 31.0 38.1 12.7 Minoliet . 7.1 3,671 39.1 14.5 25.0 22.2 26.2 37.3 9.7 28.0 Wilkin . 3.1 4,137 30.2 10.0 26.1 20.6 31.0 38.1 12.7 Minoliet . 7.2 4,378 30.3 9.5 27.8 20.7 28.5 33.9 13.4 38.9 Wiright . 8.3 3,264 41.5 17.4 32.4 32.4 20.4 32.5 5.7 Worthington . 3.0 4,523 29.5 8.9 25.9 18.7 30.3 35.0 14.3 37.4 Vellow Medicine . 4.9 3,783 31.7 11.6 33.9 28.5 26.9 37.4 8.5 20 Material . 3.6 40.2 45.5 40.2 20.3 8.2 25.4 18.2 31.7 38.3 13.6 18.7 Total Above Cities . 530.3 4,783 26.3 7.8 23.0 15.7 35.2 38.7 15.5 40.8 31.1 16.5 31.1 30.9 3.9 4.188 31.9 10.5 28.2 22.0 29.1 38.4 10.8 31.1												Waseca	4.9	3,864	32.7	11.6	30.8	26.0	26.0	35.1	10.5	27.3
Movers. 13.5 6,001 23.1 6.3 19.6 12.8 40.0 41.8 17.3 38.1 Stillwater. 2.5 4.625 24.9 7.7 25.3 16.6 27.3 44.0 12.5 4.6 43.2 20.2 42.4 Waterwarm. 4.6 3,837 32.4 11.6 25.5 24.2 29.4 30.9 9.7 Murray. 4.1 4,118 27.3 9.1 32.4 25.6 22.2 22.2 22.2 22.2 22.2 34.6 13.1 30.7 Wilkin. 3.1 4,137 30.2 16.0 25.5 24.2 29.4 30.9 39.1 12.5 Nobles. 7.2 4,870 30.3 9.6 27.2 22.2 22.2 22.2 22.2 22.2 22.2 22.2 22.2 22.2 22.2 22.2 22.5 33.9 13.4 38.9 Wright. 9.3 3,763 31.7 14.2 26.4 22.2 22.5										1					0.000		1		0.000			
Austin																			1			
Murray 4.1 4,116 27.3 9.1 32.4 25.6 27.2 34.6 13.1 30.7 Nicolist 7.1 3,671 39.1 14.5 25.0 22.2 26.2 37.3 9.7 28.0 Nobles 7.2 4,378 30.3 9.5 27.8 20.7 28.5 33.9 13.4 38.9 Worthington 3.0 4,522 29.5 8.9 25.9 18.7 30.3 35.0 14.3 37.4 Worthington 3.0 3,42 29.5 8.9 25.9 18.7 30.3 35.0 14.3 37.4 Worthington 3.0 4,522 29.5 8.9 25.9 18.7 30.3 35.0 14.3 37.4 Voltow Medicine 4.9 3,783 31.7 11.6 33.9 28.5 26.9 37.4 8.5 Olmsted 17.1 4,414 29.8 9.2 20.5 18.6 31.2 38.9 12.5 34.3 Rochester 12.2 4,562 29.3 8.8 25.4 18.2 31.7 38.3 13.6 18.7 Forgus Falls 3.9 4,185 31.9 10.5 28.2 22.0 29.1 38.4 10.8 31.1										1							A COLOR					
Murray 4.1 4,116 27.3 9.1 32.4 25.6 27.2 34.6 13.1 39.7 Winena 14.3 3,606 39.4 15.0 27.7 25.0 25.5 38.9 7.4 Nicellet. 7.1 3,671 39.1 14.5 25.0 22.2 26.2 37.3 9.7 25.0 Winena 9.6 3,706 38.6 14.2 26.4 23.2 27.1 38.3 7.9 Northington. 3.0 4,523 29.5 8.9 25.9 19.7 30.3 35.0 14.3 37.4 Wright 8.3 3,204 41.5 17.4 32.4 32.4 20.4 32.5 5.7 Worthington. 3.0 4,523 29.5 8.9 22.6 5 19.6 31.2 36.9 12.5 34.3 Rochester. 12.2 4,662 29.3 8.6 25.4 18.2 31.7 38.3 13.6 32.7 Total Above Civies 14.3 3,606 39.4 15.0 27.7 25.0 25.5 38.9 7.4 Nicellet 15.7 Nicellet 14.3 3,606 39.4 15.0 27.7 25.0 25.5 38.9 7.4 Nicellet 15.7 Nicellet 14.3 3,606 39.4 15.0 27.7 25.0 25.5 38.9 7.4 Nicellet 15.7 Nic						-		1		-									The state of the			
Nicollet	Murray	4.1	4.118	27.8	9.1	32.4	25.6	27.2	34.6	13.1	30.7											
Nobles										9-0-0-												
Worthington 3.0 4,523 29.5 8.9 25.9 18.7 30.3 35.0 14.3 37.4 Vellow Norman 3.8 3,341 43.2 17.7 30.3 29.6 18.3 23.5 8.2 24.2 Medicins 4.9 3,783 31.7 11.6 33.9 29.5 26.9 37.4 8.5 10.0 Medicins 17.1 4,414 29.8 9.2 26.5 19.6 31.2 36.9 12.5 34.3 Rochester 12.2 4,662 29.3 8.8 25.4 18.2 31.7 38.3 13.6 36.7 Otter Tall 14.3 3,561 40.2 15.5 30.1 27.5 22.0 32.2 7.7 24.8 Cities 530.3 4,763 20.3 7.8 23.0 15.7 35.2 38.7 15.5 15.5 15.5 15.5 15.5 15.5 15.5 15			0.00000			2000	-					11			0000			-				
Norman				The same of				1					1	0,204	41.0				20.3	00.0	0.1	11.1
Olmsted 17.1 4,414 29.8 9.2 26.5 19.6 31.2 38.9 12.5 34.3 Rochester 12.2 4,692 29.3 8.8 25.4 18.2 31.7 38.3 13.6 36.7 Total Above Otter Tall 14.3 3,961 40.2 15.5 30.1 27.5 22.0 32.2 7.7 24.9 Cities 530.3 4,763 26.3 7.6 23.0 15.7 35.2 38.7 15.5 Fergus Falls 3.9 4,186 31.9 10.5 28.2 22.0 29.1 38.4 10.8 31.1						1		1					1 40	3 753	21.7	11.0	39.0	99.8	98 0	37.4		99 F
Rochester 12.2 4,682 29.3 8.8 25.4 18.2 31.7 38.3 13.6 38.7 Total Above Otter Tail 14.3 3,661 40.2 15.5 30.1 27.5 22.0 32.2 7.7 24.8 Cities 530.3 4,763 20.3 7.8 23.0 16.7 35.2 38.7 15.5 Fergus Falls 3.9 4,188 31.9 10.5 28.2 22.0 29.1 38.4 10.8 31.1						1				1		meunume	4.0	0,703	01.7	11.0	03.9	40.0	20.9	91.4	0.0	22.0
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				12.5				1				Cities	030.3	4,703	20.8	1.8	23.0	10.7	30.2	30.7	10.5	38.0
Pennington 4.1 3,679 38.1 14.1 27.3 24.2 26.4 37.5 8.2 24.2 State Total 1022.6 4,305 30.6 9.8 25.7 19.4 31.0 37.5 12.7	Pennington		3,679	38.1	14.1	27.3				1		State Tetri	1000 0	4,305	30.6	9.8	05.00	10.4	01 0	99 -	10 -	99.4

(Other East South Central States: — MISSISSIPPI — Counties and Cities

Mississippi st	ate map—page 465	Pop.	N	UMBE	r of O	UTLET	3		Pop.	N	UMBE	R OF O	UTLET	S
City	County	thous.)	F	GM	FHR	A	D	City County	thous.)	F	GM	FHR	A	D
Biloxi	Harrison	65.0	104	10	15	16	8	JacksonHinds	114.0	188	28	57	53	3.5
Brookhaven	Lincoln	10.2	39	9	14	14	6	KosciuskoAttala	7.6	34	12	12	12	
Clarksdale	Coahoma	19.4	83	19		21	13	LaurelJones	27.5	121	13	15	28	1
Cleveland	Bolivar	8.0	29	7	10	11	3	McCombPike	10.7	55	10	16	23	
Columbus	Lowndes	19.1	79	7	23	20	10	MeridianLauderdale	45.2	158	20	32	26	32
Corinth	Alcorn	10.7	79	9	19	19	6	NatchezAdams	25.5	132	7	16	19	12
Greenville	Washington	34.1	151	12		21	14	PascagoulaJackson	18.0	43	6	10	12	100
Greenwood	Leflore	19.5	95	22		21	8	TupeloLee	12.6	50	8	15	21	
Gulfport	Harrison	26.6	97	10		18	8	VicksburgWarren	31.0	120	14	20	20	1
Hattiesburg	Forrest	32.8	120	10	25	28	10	Yazoo	11.5	54	11	9	15	359

New Feature at End of Each State

Immediately following the metropolitan areas at the end of each state you will find a new table that breaks down the consumer spending units for counties and cities in the state... by these income brackets: \$0-\$2,499; \$2,500-\$3,999; \$4,000-\$6,999; over \$7,000.

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	Metro	•	POPULA 1/	ATION STIMATI	ES	4077	TIVE B	E				0	777	L SALES	-1954			ADVER INC	TIS-
COUNTIES	politan Arna	Total	45	Fami-	Urban- ized	Net	•	Per	Per	Dellars	%	Coun-	()e		ORE GRO			Buying	Qual-
		(thou- sands)	% of U.S.A.	(thou- sands)	Population (thou-sands)	Dellara (add 600)	U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Adame		34.0	.0200	9.6	25.5	43,189	.0172	1,270	4,548	31,037	.0182	3,267	8,087	1,290	1,967	7,117	1,254	.0182	87
Natches		25.5	.0157	7.6		85,965	.0143	1,410	4,732	29,604	.0174		7,130	1,150	1,967	7,117	1,254	.0155	90
Alcorn		26.9	.0168	7.6	10.7	22,416	.0000	833	2,948	19,282	.0114	2,537	3,616	1,331	1,665	6,110	455	.0112	68
Corinth		10.7	.0066	3.4		12,967	.0052	1,212	3,814	17,648	.0104		1,602	1,143	1,665	5,806	387	.0070	106
Amiro		10,1	.0112	4.4		11,112	.0045	614	2,828	7,000	.0041	1,611	2,301	967	293	1,962	181	.0067	51
Aztala		25.2	.0155	0.3	7.0	16,404	.0015	051	2,804	14,000	.0088	2,358	2,936	2,083	811	5,163	250	.0000	- 88
Kosciusko		7.6	.0047	2.3	200	7,930				13 063	.0077	-,	2,011	1.779	811	4,765	341	.0049	
Benten		8.3				4,444	.0018		2,116	1,427	.0008	680	502	338		167	87	.0021	
Bollvar		61.8				42,805	.0170		2.828	30,711	.0181		9.445	3,286	1,410	5,992	839	.0216	
Cleveland		8.0	45.000			10,166		1,263	-	12,913	.0076		9,402	794	680	3,708	174	.0053	
Caihoun		17.2	.0100	4.4		11,454	.0046	055	2,603	6,594	.8038	1,478	1,484	1,236	128	1,112	262	.0055	82
Carrell		14.0	.0000	3.3		7,268	.0029		2,208	3,192	.0019		1,034	889	82	500		.0038	44
Chicksonw		18.0				11,643	70000	1	2,587	7,346	.0043	1000	1,964	830	424	1,522	235	.0050	
Choctaw		10.1	.0002	2.0		8,549	.0022	549	2,134	2,842	.0017	1.093	859	373	100	491	106	.0028	45
Cialborne		11.4				8,605			3.073	6,801	.0034		1,902	319		1,003	157	.0042	80
Clarke		18.6		1	1	10,645			2,265	6,186	.0036		2,293	334	249	1,277	250	.0068	46
Clay		16.8	.0104	4.1	6.2	10,769	.0043	641	2,584	9,785	.0088	2,325	1,860	652	408	3,138	361	.0086	57
Coahoma		83.2	.0327			45,584	.0181		3.122	33,274			8,406	3,288	1,225	7,889	964	.0215	66
Clarkedale		19.4	.0119			23,590		1,216		27,224	1000000		5,651	2,494	1,019	7,869	804	.0119	100
Goplah		29.2	.0171	7.0	8.9	20,266			2,000	13,200	.0071		3,993	2,282	731	2,312	303	.0090	85
Covington		18.0	,000	3.0		8,439	.0033	544	2.344	5,000	.0035	1,639	1,100	1,204	148	1,924	207	,0047	48
De Seto		23.1				13,221			2.280	8,007			2,299	1.577	145	1,702	63	.0061	48
Forrest		40.1	.0001		N 32.8	53,359		1,007		48,030			9,501	6,161	2,506	16,887	1,142	.0252	2 83
Hattiesburg		33.8	.0900	9.4	1	39,865		1,215		44,765			7,847	5,815	2,393	16,303	1,000	.0190	99
Frankiln		10.3	.000	2.7		8,002	.0032	783	2,996	3,899	.0021	1,444	1.226	945	181	815	137	.0038	5 56
George		10.7				6.007		1	2.345	5,824			1,973	1		1,427	160	.0036	6 58
Greens		7.7				4,280		200	2,245	2,298	0000		618		28	867	122	.002	2 46
Grenada		18.8	.011	4.1	7.4	14,720	.0001	794	3,067	12,138	.0071	2,520	3,579	492	678	3,290	357	.0073	3 85
Hancock		11.7	.007			10,076		0.00	3,250	7,318			3,038		164	1,142	212	.004	
Harrison	. 178	115.7	.071	30.	2 97.2	183,324			5,077	86,607		2,866	22,512		5,104	15,699	2,647	.080	0 84
Gul/port		01.6	.088	18.	5	185,857	.0541	1,484	7,349	75,971	.044	3	18,831	6,088	8,035				
△Gulfport		26.6	.016	7.0	6	31,331	.0128	1,177	4,121	43,522	.025	6	9,558	3,650		10,852			
△Biloxi		65.0	.040	0 10.	9	104,636	.0417	1,610	9,600	31,758	.018	7	8,673	2,363	1,572	4,635	1,192	.034	5 86

A and A See end of state for SM Metropolitan County Areas.

C SM. 1955.

Before using these figures, see explanation page 13.

WHAT THE TRIANGLES STAND FOR . . .

The solid black triangles in these tables and fcotnotes refer to Standard Metropolitan Areas. The open triangle indicates SALES MANAGEMENT "Potential" areas.



Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

. . Take a Look at the Changed Newspaper Situation in Jackson, Mississippi!

WHY BUY
TWO___
WHEN ONE
WILL DO?

One daily and Sunday rate (15¢ a line) buys 40,000-plus PAID circulation! Jackson, fastest growing southern city (156,000 Metro. Pop.) has a powerful new paper with startling readership. Model plant covers half city block; has 4-color, 64-page Goss press.

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- eduposes
- Empli value of \$1,000 A7,005
 Fore income \$516,005,005
 Mi largest of producting distant
- Bencheckulag mager om SUB million (op legen Sub million in 1940;
- · lacque (con Cober disea now \$550)

Ministrippi's two largest, state-wide newspapers help you reach this new market. Your nearest Kotz Agency man will gladly give you additional market data.



MISSISSIPPI - (Continued)

The "SW" symbols mark original, exclusive estimates by SALES MANAGEMENT

		6	POPULA D III	THEAT	ES .	(D)	STIVE O	DETING	954			•	-	L SALES	1966			SALES ADVER ING CONTR	
COUNTIES	Tors			-	Orban					-		Com	(Se		OME GING				
		Total (thesp- conde)	OLA	Total Sep- (Resp- mats)	(pad) Paga- lation (thos- ands)	Dyslavy (add (ad)	0.8.A.	2	4.1	(663	S OF S	Sales For Fac- By	Food	General Mates.	Firm.	Auto-	Drug	Printer	844
Plinds	#	199.0			116.4	225,699		1,390 5		143,780		1,300	25,207	26,546	5,400	33,500	4,100	.000	-
Alvino		114.0		25.3		175,395		1,845 S		128,033 13,816	.6738	1,790	25,577	23,626	7,790	35,562	3,501	.6721	
Homphrays		21,6	20100	6.5	3.0	17,640	777.3	549 2		9,000		1,796	2,660	679	778	1,173		.0007	
(manufacture)		4,1	.6000	1.1	2	2,480	.0011			776	.5006		610	90			13	.0012	
Hawardin		19,4		4/2	20,0	19,190	,6641			3,196 27,788	.0019	761	1,107	314	-	516 5,172		.0107	
Paragotta	-	36.4 19.6				18,179		1,0103		16,187	.0005	2,862	4,789	454		3,506		.0007	
had amount		10.7		4.1		9,070	.6600			5,396		1,256	1,367	746		1,198			
Inflerent		10.0		2.1		6,090	.0602		-	3,723 5,666		1,279	1,200	1,634	25	1,290			
Jefferenn Duvie , ,		19,4	.0000	8.7	see.	7,623	.4631	596 2		5,000	-	1,877	8/8	1,000	-	1,300	176		-
Imminute in		62.2	,6502	10.4	31.6	\$6,519	.4230	901 3	,400	27,017	.000	2,233	1,000	4,624	2,362	9,449	200		
Laurel,		27.5				23,969		1,207 4		23,234	.0195		6,350		2,316	9,123			
Latayotta		14,4			3.0	19,721		1		4,192 9,821		1,291	1,109	1,047	27 580	1,294 2,395		.0036	
reservation of the same of the					1									-					
Lamariana		13.6			44.0	9,491			70.00	4,545	.0027	1,299	1,679	796 5,966	3,136	10.678	-		-
Louderdale		95,6 45,2			46.2	54,540	2000	1,003 2		47,329	.6678	I charact	8,756	6,700	3,942	10,287	1,629		
Laurence		11,6			un	7,100				4,993	110000	1,722		1,123		1,287			81
Leske		20.6	,6126	8.1	in	11,018	.0004	897 2	7,100	7,020	.0065	1,476	1,545	1,228	106	2,009	100	.0061	40
Los		97.6	.0231		12.6	35,252		864 2	1,137	20,573	.0160	2,864	5,630			7,734			
Tupela		12.6		8.5		17,358		1,370 4		25,862			3,963			7,063 15,294	676 924		
Creenwood.,,		19.6			19.6	46,233	1	1,466		43,900 37,601	.0286	3,326	8,868 5,981	4, 031 2,718	1,722 1,642	13,907			
Lincoln		27.0	.0171	7.6	15.2	25,017	,0000	900 1	1.226	15,250	.0000	2,034	3,000	1,546	1,124	4,597	396	.0110	64
Brookhoven		10.5				18,679		1,331 4		12,782			2,201	995	1,124	4,597			
Lounden		29.0	1 10000		19.1	23,646				26,621			8,412		1,679	5,675			
Columbut,		19.1	4	8.1		20,768	1 1111	1,084		21,349			4,106		1,679	5,406			
Madiani,		32.0	.0196	7.3	6.7	16,401	, 9078	506 2	, 820	16,100	.0000	1,960	3,000	1,467	771	4,600	200	.0194	50
Marini,		29.6				17,400		740 2	-,	12,717		2,051	2,000	637	455	3,226			
Morres		94.6	10000	9.1	10.9	12,746				7,316 18,711			2,236 4,999	1,319		1,087			
Montgomery		19,0		9.6		9.007				6,974			1,708	791	233	1,825	200	.004	8 86
Hostotia	144	54.8	25000			14,970				9,287	.0066		2,106	1,826	509	1,848	331	.0074	4 50
Newton		21.0	.0135	8.6	2.8	13,747	.0056	626 2	2,488	10,406	.0061	1,858	2,248	848		2,768			
Named and a second		19.2		4.1	1000	9,976	1 10000	648 2		8,302	.0049		1,877	1,234	316 430	2,394 1,742			
Okelisheha Panula		99.5		7.6		21,680		801 3	1,498 1,498	9,238	,0004		2,061 4,468	2,337		4,856	100 0.775		7.

A grid A See and of state for SM Metropatition County Areas.

C SM. 1985.

Before using these figures, see explanation page 11.

COUNTIES	Metro- politan Area	Total (thousands) 21.2 8.0 34.6 10.7 19.0 19.1 24.8 28.0 20.0 12.1	% ef U.S.A8131 .0055 .0213 .0066 .0117 .0163 .0178 .0129	Families (theu-sands) 5.7 2.3 9.3 3.3 6.0 6.3	3.2	Net Deliars (add 000) 17,713 4,963 29,509 13,792 11,841 13,406	.0048	E36 3, 551 2, 553 3, 1,289 4,	158 3 173 24	3, 402 3, 710 1,178	% of U.S.A0000 .0022 .0142	Gaunty Sales Per Family 2,702 1,613	Foed 2,903	General Mdse. 2,432 1,214	Furn House- Radio	Auto- motive 4,215 1,350	Drug 1 367 107 806	Buying Power Index	Qua ity in- der
Perry Pike		(thou-sands) 21.2 8.0 94.6 10.7 19.0 19.1 24.8 29.0 20.9	.9131 .6055 .0213 .0066 .0117 .0117 .0153	5.7 2.3 9.3 3.3 5.1 6.9 6.3	Population (thousands) 7.0 10.7	(add 000) 17,713 4,963 29,509 18,792 11,841 13,406	.0070 .0020 .0117 .0055	836 3, 551 2, 853 3, 1,289 4,	108 15 158 3 173 26	3,402 3,710 1,175	.0000 .0022	Per Fam- ily 2,702 1,613	2,903 005	Mdsc. 2,432 1,214	House- Radio 381 38	4,215 1,350	1 367	.0008	ity in- dec
Perry Pike		9.0 34.6 10.7 19.0 19.1 24.8 29.0 20.9	.0055 .0213 .0066 .0117 .0117 .0163 .0129	2.3 9.3 3.3 5.1 8.0 6.3	10.7	4,963 29,509 13,792 11,841 13,406	.0020 .0117 .0055	551 2, 653 3, 1,289 4,	158 3 173 24	1,175	.0022	1,613	005	1,214	38	1,350	107	.0028	81
Pike. McComb Pontotoe. Prenties. Quitman. Flankin. Scatt. Sharkey.		34.6 10.7 19.0 19.1 24.8 29.0 20.9	.0213 .0066 .0117 .0117 .0163 .0178	9.3 3.3 5.1 8.0 6.3	10.7	29,509 13,792 11,841 13,406	.0117 .0055	853 3, 1,289 4,	173 24	1,178	110000								-
McComb Pontotoe Prenties Quitman Rankin Scott Sharkey	,	10.7 19.0 19.1 24.8 29.0 20.9	.0066 .0117 .0117 .0153 .0178	3.3 5.1 8.0 6.3	3.2	13,792 11,841 13,406	.0055	1,289 4,										.0144	
Prontiss Quitman Rankin Scott Starkey	1	19.1 24.8 29.9 20.9	.0117 .0163 .0178 .0129	6.0	3.2	13,406		-		3,070	.0095	2,590	5,290 2,552	1,819	1,380	5,775 5,320	554	.0000	10
Quitman	SECTION SEC	24.8 29.9 20.9	.0183 .0178 .0129	6.3			-	623 2,	322 7	7,918	.0047	1,553	1,410	1,170	135	2,002	179	.0061	8
Rankin		29.0	.0178			19 409	.0053	702 2.	681 8	1,381	.0049	1,676	2,111	995	801	1,700	144	.0065	
ScottSharkey	STATE OF THE PARTY	20.9	.0129	6.0		13,467	.0084	543 2,	138 10	0,017	.0009	1,890	2,767	1,442	500	1,751	235	.0075	4
Sharkey						18,809	.0075	648 3,		7,772	.0046	1,295	2,575	711	193	1,322	158	.0087	4
2.W . S		12.1		5.3		12,819	.0051	613 2,		1,322	.0108	3,457	3,165	1,563	1,139	5,298	393	.0084	
Ummon			.0074	2.9	****	7,378	.0029	610 2,	543 7	7,547	.0044	2,602	1,617	991	275	2,184	233	.0042	50
	100	21.4	.6132	5.3		12,702	.0051	584 2,	397 1	376	.0065	1,769	1,758	2,159	447	2.948	230	.0000	8
Smith		15.5	.0095	3.7		7,540	.0030	486 2,	038	889,1	.0028	1,261	2,104	497	200	679	181	.0042	4
Stone		6.2	.0038	1.6		5,396	.0021	870 3,	597	1,377	,0025	2,918	1,379	323	31	1,426	26	.0026	. 0
Sunflower		64.1	.0333	13.2	4.3	31,451	.0125	581 2,		710	.0151	1,948	7,039	3,148	792	5,484	611	.0174	
Tallahatehia		26.0	.0179	7.3		16,861	.0087	575 2,		9,829	.0058	1,348	3,448	1,402	375	2,063	. 272	.0007	4
Tate		17.1	.0105	4.3	****	10,427	.0041	610 2,	425	7,972	.0047	1,884	1,721	1,918	142	1,780	161	,0055	8
Tippah	100	16.7	.0102	4.2		10,194	.0041	610 2,		6,019	,0036	1,433	1,339	1,450	187	1,448	182	.0052	8
Tiahomingo	7	15.0	.0093	4.0		9,251	.0037	617 2,		3,845	.0022	961	1,098	468	247	843	101	.0044	4
Tunica	20.0	20.9	.0126	5.4	****	13,237	.0052	633 2,	451 8	1,348	.0049	1,546	2,933	1,104	348	2,118	188	.0006	8
Unlen	0.00	19.6	.0121	5.8	3.6	13,457	.0054	887 2,		0,068	.0009	1,829	2,320	1,087	284	2,213	298	.0000	
Walthall	4.4	14.5	.0089	- 3.4		7,805	.0031	538 2,		5,624	.0033	1,654	1,029	912	804	1,237	82	.0043	4
Warren		38.2	.0235	12.0	31.0	44,917		1,178 3,		5,913	.0212	2,993	10,125	3,283	2,356	7,989	887	.0200	
Vicksburg	111	31.0	.0191	10.0	510	40,015	.0159	1,291 4,	002 34	1,102	.0201		8,842	2,883	2,358	7,608	887	.0178	8
Washington		73.6	.0453	29.8	36.8	84,823	.0258	881 3,		1,117	.0318	2,602	18,922	5,078	2,827	12,472	1,884	.0318	
Greenville		34.1	.0210	10.2	000	37,136		1,089 3,		8,426	.0226		7,883	3,055	1,952	11,007	1,101	.0184	
Wayne		16.5	.0101	3.8		9,140	.0038	884 2,		3,708	.0039	1,765	1,632	554	675	2,172	126	.0050	8
Webster		10.6	.0065	2.7	****	8,599	.0027	623 2,	***	8,117	.0036	2,266	1,092	707	420	1,997	167	.0037	
Wilkinson		13.6	.0084	3.2		7,801	.0031	574 2,		3,048	.0038	1,890	1,785	1,367	223	941	230	.0044	8
Winston		21.8	.0134	5.3	5.2	13,794	.0055	633 2,		8,952	.0063	1,680	1,835	1,104	306	2,232	230	.0078	8
Yalobusha		14.4	.0089	3.7	3.1	9,168	.0036	637 2,	478 7	7,325	.0043	1,980	1,988	1,460	229	1,677	190	.0048	5
Vazoo		34.8	.0214	8.8	11.5	23,415	.0003	673 2,	881 19	,822	.0118	2,253	4,940	2,439	720	5,701	747	.0125	
Yasoo		11.5	.0071	3.4		11,280	.0045	981 3,	318 18	5,969	.0094		2,882	1,298	720	5,346	685	.0065	9
otal Above Cities		549.0	.3379	153.1		733,026	.2919	1,335 4,	788 647	7,359	.3807		124,155	69,851	39,312	180,278	18,900	.3270	0
itate Total		2,200.2	1.3534	573.7	685.7	1,796,919	.7155	817 3,	132 1,275	5,688	.7502	2,224	307,196	154,287	63,157	313,745	38,401	.8536	
			311			29	1	MI	SSIS	SI	PP	1-	SH	Metr	opolita	an Co	ounty	Are	as
lackson	68 1	159.8	.0963	43.8	116.4	223,078		1,396 5,		3.789		3.282	25,237	24,141	8,499	38,509	4,160	.0896	9
	178	115.7	.0712	30.2		153,324		1,325 5,		8,607	.0510		22,512	6,589	5,104	15,699	2,847	.0000	
Total of Areas		275.5	.1695	74.0	213.6	376,402	.1468	1,366 5.	067 230	0,376	.1355	3,113	47.749	30,700	13,803	54,208	6,807	.1495	20

MISSISSIPPI — The Income Breakdown of Consumer Spending Units

	Total	In-		N	ET IN	COME	GROU	PS, 19	54		. 115 11	Total	In-	M.		NET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2 95 Unite	,499 % In- cente	\$2,500 White	-3,999 % In- come	\$4,000 Units	-6,999 % En- come	\$7,000 % Units	& Over	COUNTIES	Con- sumor Units (thous.)	per Con- sumer Unit \$	80-4 Wnita	2,490 % In- come	\$2,500 Units	-3,990 % In- come	\$4,000 Units	-8,999 % In- come	\$7,000 % Units	% In-
Adams	11.7	3,686	46.8	17.1	23.4	20.3	21.1	29.3	8.7	33.8	Clay	4.7	2,301	68.5	40.0	19.8	27.6	9.1	20.3	2.6	12.1
Natches	9.5	3,785	45.3	16.1	23.7	20.0	21.8	29.5	9.2	34.4	Coahoma	17.0	2,684	67.6	33.8	16.9	20.1	10.7	20.4	4.8	25.7
Alcorn	8.5	2,651	61.7	31.3	24.1	29.1	10.7	20.8	3.5	10.0	Clarkedale	7.3	3,213	56.0	23.4	20.9	20.8	16.1	25.8	7.0	30.0
Corinth	4.0	3,216	50.6	21.2	28.1	27.9	15.5	24.8	5.8	28.3	Copiah	9.1	2,237	71.0	42.6	18.7	26.8	7.7	17.6	2.6	13.0
Amite	4.7	2,384	70.0	39.8	17.8	24.0	8.6	18.7	3.6	17.5	Covington	3.9	2,171	69.9	43.2	21.0	31.0	7.4	17.6	1.7	8.2
Attala	7.1	2,297	70.2	41.1	19.2	28.7	8.1	18.0	2.5	14.2	De Soto	6.3	2,103	76.7	49.0	12.8	19.5	7.6	18.5	2.9	18.0
Kosciusko	2.8	3,039	55.0	24.3	24.5	25.8	15.1	25.5	5.4	24.4	Forrest	18.9	3,152	49.3	21.0	26.0	26.4	19.4	31.5	5.8	21.1
Benton	2.3	1,918	76.4	53.8	18.1	30.2	4.7	12.5	8.	3.8	Hattiesburg	12.6	3,170	50.0	21.2	35.1	25.4	19.3	31.2	5.6	22.2
Bolivar	18.8	2,273	76.1	44.9	13.2	18.6	7.2	16.3	3.5	20.2	Franklin	3.2	2,500	59.6	32.1	25.6	32.7	12.3	25.2	2.5	10.0
Cleveland	3.3	3,033	59.3	26.3	19.7	20.8	14.0	23.6	7.0	29.3	George	2.7	2,261	63.8	37.8	26.8	38.0	8.8	18.8	1.1	5.4
Calhoun	5.1	2,288	66.2	39.3	24.6	34.7	7.8	16.4	1.9	9.6	COLUMN TO THE	1 1 2				1					
Carroll	3.7	1,982	78.0	52.9	14.7	23.7	5.4	13.8	1.9	9.5	Greene	2.0	2,105	72.1	48.0	20.0	30.5	6.6	18.0	1.3	7.8
Chickagew	5.2	2,218	72.8	43.8	17.8	25.7	6.9	15.8	3.0	14.7	Grenada	5.5	2,884	50.1	30.0	21.9	26.4	15.7	30.2	8.3	13.4
Chectaw	2.7	2,025	76.8	50.9	16.1	25.4	5.5	14.0	1.6	9.7	Hancock	3.8	2,620	64.1	32.9	21.1	25.8	10.6	20.6	4.2	20.7
	1	10.3	1000		1				1011		Harrison	48.6	3,157	51.6	22.0	25.4	25.7	16.8	27.2	6.2	28.1
Cisiberne	4.2	2,068	76.1	51.7	12.8	19.1	6.0	15.0	2.6	14.2	Gulfport	8.9	3,534	41.1	15.6	29.5	26.7	23.3	32.2	7.2	25.5
Clarke	4.8	2,204	73.1	43.9	17.9	28.0	7.5	17.4	2.5	12.7	Biloxi	34.4	3,040	54.7	24.1	24.2	25.5	15.3	25.9	5.8	24.5

O SM, 1955.

Before using these figures, see explanation page 11

MISSISSIPPI — (Continued)

	Total	in- come		. ,	IET IN	COME	GROU	PS, 19	54			Total	in- come	100	,	NET IN	COME	GROU	PS, 198	14	
COUNTIES	Con- sumer Units (thous.)	Gen- gumer	\$0-2 % Units	% In- come	7757	-3,999 % in- came	%	4,998 % In- came	96	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	96	% in- come	%	% in- come	\$4,000 % Units	% In-	\$7,000 % Units	% in-
Hinds	56.8	3,927	43.7	14.9	25.7	20.9	20.7	27.1	9.9	37.1	Panola	8.2	2,227	71.9	43.3	16.6	22.9	8.7	20.1	2.0	12.7
Jackson	43.9	4,000	41.3	13.6	26.8	21.2	31.4	27.0	10.5	38.2	Pearl River	6.5	2,736	55.5	27.3	29.2	34.1	11.8	22.0	3.5	10.6
Holmes	8.9	1,981	79.7	84.1	12.3	19.6	8.7	14.8	2.4	11.5	Perry	2.4	2,068	71.4	45.9	21.1	32.4	6.7	18.4	.8	5.3
Humphrays		1,940	79.7	54.9	13.3	21.8	5.0	13.2	2.0	10.1	Plice	10.3	2,870	56.0	28.2	25.4	28.3	14.3	25.6	4.3	19.9
lanaquena	1.5	1,686	88.9	71.6	7.3	14.1	2.7	8.5	1.1	5.8	McComb	3.8	3,859	42.6	18.7	26.5	23.2	23.0	32.1		29.0
Itawamba	4.6	2,192	69.2	42.4	21.6	31.5	7.4	17.4	1.8	8.7	Pontotos	5.4	2,199	60.3	42.3	21.3	31.1	7.6	17.6	1.8	9.0
Jackson	11.3	3,106	44.4	18.8	29.3	29.6	21.7	35.2	4.6	18.4	Prenties	8.7	2,356	63.7	36.3	27.1	36.7	7.0	15.2	-	11.8
Pascagoula	5.6	3,226	43.7	17.8	29.7	29.4	22.0	36.4	4.7	18.4	Quitman		1,987		53.5		20.2	1000	18.2		11.1
Jasper	4.9	2,606	76.3	80.8	15.4	24.2	6.8	17.0	1.5	8.5	Rankin	7.8	2,561	63.4	33.2	20.9	26.1	11.0	23.9	3.8	18.8
Jefferson	2.9	1,871	81.3	88.3	12.1	20.7	5.3	14.6	1.3	0.4	Scott	8.7	2,288	67.3	39.9	23.6	31.9	7.7	17.3	2.4	10.9
Jefferson Davis	3.9	1,902	75.3	80.7	17.4	27.8	6.2	18.1	1.1	8.3	Sharkey		2,065	76.8	49.9	14.3	22.0	6.2	15.5	3.8	12.6
Jones		3,002	53.2	23.3	27.4	28.7	14.6	24.4	4.8	23.6	Simpson	5.9	2,161	69.8	43.4	20.5	30.4	8.0	18.8	1.7	7.4
Laurel	10.0	3,326	50.4	20.4	27.1	26.1	16.3		6.2	28.5	Smith	4.1	1,848	78.4	57.0	17.5	30.4	3.3	9.0	.8	3.6
Komper	3.8	1,814	83.2	61.6	11.8	20.3	3.9	11.0	1.4	7.1	Stone		2,771	57.2	27.7	26.4	30.5	12.3	22.8	4.1	19.0
Lafayette	8.4	2,300	70.4	40.1	17.1	23.1	8.2	17.8	4.3	19.0	Sunflower	14.7	2,138	75.8	47.7	14.7	21.9	6.5	15.6	3.0	14.8
Lamar	3.8	2,530	58.5	31.1	27.6	34.9	11.7	23.6	2.2	10.4	Tallahatchia	8.2	2,024	78.0	61.7	13.4	21.2	6.1	15.4	2.5	
Lauderdale	21.5	3,238	81.1	21.2	25.5	25.2	17.7	28.0	8.7	25.6	Tate		2,112	78.1	49.7	11.1		7.8	18.0	3.3	
Meridian	16.1	3,385	48.8	19.3	25.9	24.5	18.9	28.7	6.4	27.5	Tippah	4.8	2,145	72.1	45.2	19.1	28.5	6.8	18.1		1000
Lawrence	3.3	2,163	70.8	44.1	19.8	29.8	7.6	18.1	1.8	8.3		-	-	-		1		1			
Leake	5.6	1,973	78.9	53.7	18.7	22.2		13.4		10.7	Tishomingo	4.3	2,141	67.8	42.5	24.2	38.1	6.8	18.3	1.3	5.1
		1000	100				1		1	77.5	Tunica	6.3	2,088	76.8	49.3	15.7	24.1	5.2	12.9	2.3	
Lee	11.7	2,896	59.2	28.0	23.8	25.8	13.5	24.4	4.5	21.8	Union	8.9	2,288	67.4		22.1		7.9	17.8	2.6	2000
Tupelo	4.9	3,552	49.4	18.7	34.5	22.0	18.2		7.9	33.0	Walthall	3.8	2,081	74.0		18.3	-	5.8	14.2	1.9	
Leffere	16.0	2,897	65.3	30.2	17.4	19.2	11.3	19.9	6.1	30.7	Warren	14.0	3,220	55.6		20.0		17.4	27.7	7.0	
Greenwood	7.8	3,683	49.5	18.0	23.7	20.8	17.3	24.1		37.3	Vicksburg	12.1	3,311	54.2		20.3		18.0	27.8	7.5	
Lincoln	7.9	3,166	86.2	23.8	23.9	24.2	14.3	23.0	5.7		Washington	20000	2,677	65.9		18.3		10.9	20.7		24.3
Beookhaven	3.7	3,000	50.6	18.5	25.0	21.8	16.6		7.8		Greenville		3,006	58.5		22.2		12.9	21.8	6.4	
Lowndon	12.4	2,714	63.3	30.8	31.4	25.3	12.1		1	21.1	Wayne	-	2,079	72.2		19.3		7.8	17.9	1.2	-
Columbus	7.2	2,881	89.1	27.6	22.5	25.0	13.2	23.5	8.3	23.9	Webster		2,184	73.1	45.8	17.4		6.7	15.9	2.8	
					1		1	7777	-		Wilkinson		2,313	70.7		18.9		6.8	15.0	3.6	
Madison	0.0	2,190	74.0	48.4	14.7	21.5	7.8	18.2	3.5	14.9	Winston		2,295		41.0		25.7	8.8			13.7
Marion	6.0	2,537	64.0	23.9	21.9	27.6		21.4	3.5			-	-,		-	1		1			
Macshall		1,919	81.5		11.4	19.0	5.0		2.1		Valabushs	4.0	2,307	70.2	40.9	17.2	23.9	9.7	21.5	9.0	13.7
Monroe	10.2	2,330	67.7	2000	19.7	27.1	10.0		2.6		Yazee	10.0	2,343	72.9		15.5		8.1	17.7	8.5	
Montgomery		2,299	67.9		19.4	27.2	10.1		2.6	2.000	Yasoo		2,793		30.1		23.4	-	29.6	2.2	25.9
Noshaba		2,151	72.6		16.8	25.0	8.7	20.8	1.9				-,,,,							-	
		1			11.3	7	1		1		Total Above	000		1		10					
Newton	6.6	2,092	73.6	47.3	17.8	28.8	6.7	16.6	2.0	9.3	Cities	214.1	3,424	49.6	19.5	24.9	23.2	18.1	27.1	7.4	30.5
Nexubeo	8.0	2,015	78.1		13.9	29.4	6.4	16.2	2.6				-1-1-4	-		-		-		110	
Oktibbeha	8.9	2,432				20.2		23.4	1	10000	State Total	676 2	2,657	89.7	20 0	90.4	94 8	11.6	99 A	4.9	20.5

MISSOURI — Counties and Cities — (Other West North Central States: Iowa, Kansas, Minnesota, Nebraska, North Dakota, South Dakota,

Missouri st	ate map—page 480	Pop.	N	UMBE	R OF O	UTLET				Pop.	N	UMBE	R OF O	UTLET	3
City	County	thous.)	F	GM	FHR	Λ	D	City	County	thous.)	F	GM	FHR	A	D
Cape Girarde	au Cape Girardeau	22.7	64	11	20	24	19	Marshall	Saline	8.8	39	7	8	19	5
Carthage	Jasper	11.5	55	5	14	28	5	Maryville	Nodaway	6.9	22	5	10	12	
Chillicothe	Livingston	9.1	34	5	14	18	6	Mexico	Audrain	13.1	40	8	14	20	
Clayton	St. Louis	17.8	28	5	13	11	12	Moberly	Randolph	13.4	47	5	15	14	
Clinton	Henry	6.1	26	6	13	15	7	Nevada	Vernon	7.9	31	4	12	21	2
Columbia	Boone	33.8	54	7	18	25	17	North Kansas Ci	tyClay	5.4	11	2	5	8	. 4
Ferguson	St. Louis	13.8	18	2	2	5	4	Overland	St. Louis	17.4	33	8	7	2	4
Fulton	Callaway	10.5	20	5	6	11	4	Poplar Bluff	Butler	17.0	69	9	15	25	8
Hannibal	Marion	20.7	99	10	18	23	13	Richmond Heigh	atsSt. Louis	16.1	20	2	5	3	5
Independence	Jackson	44.7	44	10	18	21	11	Rolla	Phelps	13.1	22	6	9	13	4
Jefferson City	yCole	27.8	51	7	14	27	15	Sedalia	Pettis	20.4	69	8	20	30	11
Jennings	St. Louis	18.2						Sikeston	Scott	13.1	48	3	13	14	8
Joplin	Jasper	40.7	162	17	25	49	19	Springfield	Greene	76.3	257	25	44	74	33
Kansas City.	Jackson	482.6	1,091	155	260	265	287	St. Charles	St. Charles	15.6	51	5	13	14	6
Kennett	Dunklin	9.1	42	3	8	23	6	St. Joseph	Buchanan	79.9	232	14	46	62	53
Kirksville	Adair	10.9	52	5	13	20	5	St. Louis	St. Louis	868.5	3,491	277	485	382	458
Kirkwood	St. Louis	22.2	34	5	9	9	5	Trenton	Grundy	6.0	29	4	11	11	6
Lebanon	Laclede	7.7	42	8	11	17	4	University City	. St. Louis	43.7	75	4	7	6	20
Maplewood	St. Louis	13.6		5	10	16	6	Webster Groves		26.5	39	2	10	8	8

	Metro-		POPULATION 1/	ATION STIMAT 1/88	ES	4010	CTIVE B	E				•	777	L SALES	-1984			SALES ADVER ING CONTR	TIS-
CITIES	politan Area	Total	%	Fami-	Urban- ized	Not	-	Per	Per	Dellara	%	Coun-	(lir		ORE GRE of dollars			Buying	Qual-
		(thou- sands)	U.S.A.	lies (thou-	Population (thou- sands)	Deliare (add 000)	U.S.A.	Cap-	Fam- illy	(add 600)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Adale		20.1 10.9 11.8		8.7 3.7 3.8		20,812 12,974 12,680	.0052	1,190	3,106 3,506 3,245	19,882 18,351 5,687	.0108	2,983	4,632 4,128 1,586	1,829 1,254 125	840 840 242	4,908 4,784 1,012	439 383 157	.0101 .0072 .0049	107

^{*}Not Availabl

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GOING INTO OUR 103rd YEAR And Still Breaking Records

1954... We published the LARGEST VOLUME of Display Advertising in our 102 years of publication.

1954... We reached a GREATER NUMBER OF PEOPLE in Metropolitan St. Louis than at ANY TIME in our 102 years of publication.

FOR GOOD RESULTS
FROM YOUR
ST. LOUIS ADVERTISING
... IN 1955
SCHEDULE IT IN

St. Louis Globe-Democrat.

"Wide Awake St. Louis Reads the Morning Globe!"

OBE-DEMOCRA

Do You Want BIG SALES VOLUME



MISSOHDI (Continued)

in ST. JOE, MO.?

Tell YOUR Story to 47



of St. Joseph's Homes

thru the

St. Joseph Gazette

Kelly-Smith Co. Nat'l. Adv. Repr.

NO OTHER (Daily or Sunday) NEWSPAPER Reaches (3%) of This Market!

	Metro-	0	POPULA ES 1/1	ATION TIMATI	ES	4077	TIVE B	E	1	1		•	2///	L SALES	-1954			ADVER INC	TIS-
COUNTIES	politan Area	Total	% of	Fami-	Urban- izod	Not	% of	Per	Por	Dollars	% of	Coun-	(ii		TORE GRO			Buying	Ona
		(thou- sands)	U.S.A.	(thou- eands)	Population (thou- sands)	(add 000)	U.S.A.	Cap- ita	Fam- ily	(add 900)	U.S.A.	Salee Per Fam- ily	Feed	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	Ity In- dex
Atchison		11.1	.0060	3.4		14,834	.0080	1,338	4,383	10,284	.0061	3,025	2,210	244	475	2,191	250	.0082	90
Audrain		25.4	.0156	8.3	15.5	35,230	.0144	1:426	4.305	26,350	.0158	3,175	5,844	2,900	1,500	5,843	508	.0150	96
Mexico		13.1	.0081	4.2		21,333			5.079	18,403	.0108	-	4.059	2,399	782	5,216	483	.0091	
Barry		21.8	.0134	6.7		18,196	.0072	835	2,716	18,610	.0115	2,927	3,802	1,073	1,017	4,056	537	.0007	7
Derton		12.4	.0078	4.8	3.2	12,284	.0049	960	2,850	9,753	.0058	2,268	1,941	587	331	1,829	294	.0057	7
Dates		17.5	.0100	8.2	3.4	19,782	.0079	1,130	3,191	12,687	.0074	2,046	2,426	1,533	320	2,949	412	.0083	7
Benten		8.7	.0063	2.6	****	7,348	.0029	845	2,826	7,861	.0048	3,020	1,582	289	806	680	258	.0039	7
Bellinger		10.9	,0067	3.1		6,900	.0028	641	2,286	3,835	.0023	1,237	900	418	154	422	88	.0035	5
Beens		80.3	.0310		23.8	73,117			6,186	45,886	.0270	3,254	9,201	2,710	1,741	9,647	1,659	.0286	9
Columbia		33.8	.0208	8.5		55,638			6,546	38,488	.0226		7,203	2,409	1,558	7,895	1,526	.0220	
Buchanan	123	100,1	.0816	31.7		156,485			4,936	100,756	.0092	3,178	22,519	9,757	5,587	19,381	5,172	.0612	1
▲St. Joseph		79.9		25.0		128,860			5,154	91,431	.0538		19,385	8,539	5,355	19,179	5,103	.0516	
lutler		41.0			17.0	33,673			2,878	27,955	.0165	2,389	6,181	3,862	1,371	7,203	617	.0167	
Poplar Bluff		17.0	.0105	5.2		17,877	.0069	1,022	3,342	22,867	.0134		4,795	2,651	1,142	7,092	558	.0096	1
Saldwell		9.8	.0060	3.5	****	10,227	.0041	1,044	2,922	8,840	.0052	2,526	1,767	342	148	2,191	181	.0048	1
Collaway		24.2	.0149	6.4	10.5	25,012			3,908	13,191	.0077	2,061	2,777	1,444	386	2,450	397	.0103	1
Fulton		10.5		2.2		12,269	.0049		5,577	9,552	.0056		2,253	703	287	2,128	279	.0054	
Camden		7.7	.0047	2.6	****	5,948	.0023	773	2,380	8,828	.0039	2,611	1,537	875	107	906	99	.0033	1
Cape Girardeau		40.1		0.000	26.8	51,191			4,286	40,806	.0238	3,378	8,967	4,702	2,213	8,861		.0223	
Cape Girardeat		- 22.7	.0140			32,518			4,782	29,948	.0176		6,399	3,516	1,838	7,449	1,145	.0145	
arroll		15.4		8.1		16,037			3,145	13,144	.0077		3,077	880	449	2,190	390	.0074	
Cortor	1	4.7	.0028	1.4	****	3,549	.0014	788	2,635	2,088	.0013	1,490	487	882	41	274	27	.0016	1
lass		19.8		6.6		28,029			3,439	19,125	100000	2,888	3,702	722	454	2,663	891	.0104	
Coder		10.5		3.7		8,452	.0034		2,284	7,257	.0043		1,186		438	1,287	251	.0043	
Chariton		14.7	.0000	4.8		15,900	.0063	1,000	3,331	10,807	.0062	2,206	2,180	806	482	2,672	176	.0068	

A and A See end of state for SM Metropolitan County Areas.

O SM, 1955.

Before using these figures, see explanation page 11.

The "SM" symbols mark original, exclu-

TO SELL RURAL MISSOURI Use the

PUBLISHED BY CAPPER PUBLICATIONS—LARGEST AGRICULTURAL PRESS IN THE WORLD Sales Offices: New York, Cleveland, Chicago, Topeka, Los Angeles and San Francisco

Missouri Ruralist



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

MISSOURI - (Continued)

	Metro-	0		TION TIMATI	ES	AUT)	TIVE B					•	2773	L SALES	-1964			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	- C	Fami-	Urban-	Nat	95	Per	Por	Dollara	g g	Coun-	(le		ORE GRO			Buying	Om
		(thou- sands)	U.S.A.	(thou- sands)	Population (thou-sands)	Deliars (add 000)	% of U.S.A.	Cap- ita	Fam-	(add 000)	% of U.S.A.	Sales Per Fam- ily	Food	General Muse.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Christian	1	12.5	.0077	3.9		10,217	.0041		2,020	6,486	.0038	1,658	1,255	973	108	1,209	185	.0048	
Clark		9.0	.0056	2.9		8,536	.0034		2,943	8,670	.0051	2,990	1,629	396	350	1,711	118	.0043	
North Kansas	72	67.3	.0352	18.7	37.3	101,150	.0403	1,765	5,410	55,121	.0324	2,948	12,378	1,306	1,735	16,087	2,986	.0369	10
City		5.4	.0033	2.1	10.5	10,904	.0043	2.019	5,192	22.077	.0130		4.976	218	594	9,500	1.679	.0067	20
1 Kansas City		AVA TE			Mel														
Cilinton		11.5	.0071	3.9	3.5	14,121	.0056	1,228	3,621	14,848	.0087	3,807	2,372	829	419	4,128	435	.0008	
Cole		36.6		10.0		50,775		1,387		41,538		4,154	8,041	3,380	1,860	11,646	1,618	.0220	
Jefferson City		27.8		7.6		42,608		1,533		38,244	.0225		7,353	2,630	1,860	11,646	1,519	.0187	
Cooper		16.5	.0101	5.2	6.8	20,983	.0084	1,270	4,031	13,349	.0078	2.567	2,515	945	682	2,906	442	.0086	
Grawford		11.6	.0072	3.8	.4	10,383	.0041	896	2,969	7,352	.0043	2,101	1,779	673	208	1,914	257	.0047	
Dade		9.3		3.0		7,704	.0031	828	2,568	5,981	.0036	1,994	962	244	91	873	189	.0038	1 -
Dallas		10.3	.0063	3.2	****	7,623	.0030	740	2,382	7,588	.0044	2,368	791	531	418	1,881	189	.0041	0
Daviess		11.1	.0069	3.7		11,289	.0045	1,015	3,046	7,302	.0043	1,974	1,495	280	134	1,737	183	.0049	
De Kalb		7.9	.0048	2.9	.1	7,913	.0031	1,002	2,729	5,372	.0032	1,852	1,211	185	104	970	151	.0035	
Dent		10.7	.0066	3.3	3.8	8,581	.0035	802	2,600	8,367	.0049	2,535	2,131	463	428	1,708	183	.0045	0
Douglas		12.7	.0078	3.6		8,611	.0034	678	2,392	5,286	.0031	1,468	786	131	243	1,614	64	.0042	8
Dunklin		47.0		13.0		37,261	.0148	793	2,886	32,968	.0194	2,538	8,191	2,178	1,114	10,247	931	.0190	
Kennett		9.1		2.7		9,639			3,570	16,202	.0003		2,024	887	720	7,363	346	.0059	
Franklin		38.2	.0235	11.7	13.4	44,947	.0179	1,177	3,842	35,887	.0211	3,067	8,855	2,420	1,750	7,680	852	.0200	8
Gasconade		12.6		4.0	2.6	13,234			3,309	12,515	.0074	3,129	2,417	1,101	926	1,956	167	.0064	
Gentry		10.5		3.4		11,840			3,482	8,809	.0080		1,894	379	346	1,094	252	.0051	
Greene	142	111.4			81.6	155,516			4,215	121,790		3,301	21,286	13,501	7,422	28,906	4,104	.0662	
A Springfield.	1	76.3	.0469	25.9	16	117,993	0470	1 546	4.556	104 963	0617	1	16.653	12.452	6.773	27,180	3.863	.0514	1 1

1 Kansas City is in Clay and Jackson Counties.

A and A See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11 © SM, 1955

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Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

WE'RE IN THE MIDDLE OF THINGS

Midway between the Geographical and population centers of the U. S.

Columbia will finance or help finance land or buildings on long-term lease or option contract. Ample labor supply, ideal community, all facilities.

For complete industrial brochure address confidential inquiry to

Committee of 55, Chamber of Commerce P. O. BOX 396 COLUMBIA, MO.



Outdoor sells more!

Now cut-outs give you new selling impact in out-door advertising. Rotate them in one city or on an intercity basis! Ask us about GOA's new network plan!

General Outdoor Advertising Co.

General Offices
Harrison & Loomis Streets

Chicago 7, Illinois

28.8% of all retail sales in Missouri are made in the KANSAS CITY area!

—another GOA market

A	AI	2	2	0	11	D	1	Continue	41
m	78 1	- 3	3	u		т.		Continue	T 1

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

		0	POPULA ES 1/1	TION TIMATE	ES	AGITA I	TIVE BI					0	277	L SALES	1054			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	W	Fami-	Urban-	Not	ar	Per	Per	Dellara	*	Coun-	(in		ORE GRO			Buving	Oua
Grundy		(thou- sands)	of U.S.A.	ties (thou- sands)	Population (thou-sands)	Dellars (add 600)	U.S.A.	Gap- ita	Fam- ily	(add 000)	uf U.S.A.	Salos Par Fam- ity	Footi	General Miles.	Furn House- Radio	Auto- motive	Drug	Power index	ity in- dex
Grundy		13.2	.0081	4.5	6.0	15,618	.0063	1,183	3,471	13,750	.0080	3,056	2,631	1,023	624	4,348	421	.0072	89
Trenton		0.0	.0037	3.2		8,428	.0034	1,405	3,831	11,600	.0068		2,024	819	548	4,266	374	.0045	122
Harrison		13.7	.9084	4.4	2.7	14,348	.0067	1,047	3,261	11,574	.0069	2,830	2,771	521	447	1,514	378	.0006	
Henry		19.8	.0122	8.8		21,518	.0085	1,087	3,184	15,222	.0089	2,239	2,885	898	729	3,963	522	.0094	
Clinton	-	6.1	.0038	2.8		7,974	.0032	1,307	3,467	10,328	.0061		1,987	512	563	3,094	291	.0042	111
Hickory		5.3	.0032	1.0		3,720	.0015	702	2,087	2,794	.0016	1,552	198	414	98	212	57	.0018	54
Holt		9.9	.0061	3.1		11,583	.0046	1,170	3,738	8,211	.0049	2,649	1,998	85	172	1,924	231	.0060	82
Howard		11.6	.0072	3.0	3.1	14,388	.0058	1,238	3,988	8,086	.0047	2,241	1,818	232	237	1,500	418	.0058	81
Howell		23.7	.0146	7.2	5.2	19,563	.0077	825	2,717	16,649	.0098	2,312	3,358	1,637	1,021	4,065	888	.0097	66
fron		9.3	.0037	2.0		6,858	.0028	737	2,743	4,752	.0028	1,901	1,647	383	132	1,248	54	.0034	60
Jackson	. 72	576.9	.3548	194.7	546.3	1,121,506	.4466	1,944	5,781	1,006,691	.5921	5,170	171,200	234,635	48,195	170,177	52,483	.4718	133
11AKaness City	7	482.6	.2969	161.8		970,664	.3865	2,011	5,999	933,847	.5492		153,949	231,445	45,794	151,414	48,885	-4174	141
Independence.		44.7	.0275	14.8		74,875	.0298	1,675	5,059	36,908	.0217		8,569	3,470	1,742	13,301	1,887	.0269	98

¹ Kansas City is in Clay and Jackson Counties, 2 Gent. Mdss. sales include mail order catalog sales. See page 20.

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C SM, 1955.

A and A See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11.

GET TO THE HEART OF AMERICA And the Nation's 15th* Largest Metropolitan Market with TELEVISION

with RADIO

KMBC-KFRM radio TEAM

in the Heart of America

You go first class when you go into the great Heart of America with KMBC-KFRM, the Midwest's leading radio combination. One of the nation's foremost broadcasting institutions, the Team is famous for programming that draws listeners and holds them throughout each day's 181/2-hour schedule. Local-flavor news of regional importance, entertainment and information (part of the Team's vigorous "live" programming) balance CBS network programs to appeal directly to every interest level.



KMBC of Kansas City serves 83 counties in western Missouri and eastern Kansas. Four counties (Jackson and Clay in Missouri and Johnson and Wyandotte in Kansas) comprise the greater Kansas City metropolitan trading area, ranked 15th nationally in retail sales.

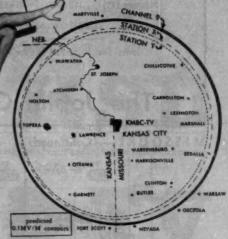
KFRM for the State of Kansas, a bonus to KMBC, puts your selling message into the high-income homes of Kansas, 6th richest agricultural state.

KMBC-TV

Channel 9

Kansas City's Most Powerful TV Station

The Swing is to KMBC-TV



Coverage conscious advertisers get more than their money's worth when they swing their schedules to KMBC-TV. With a giant 1,079-foot tower (above average terrain) and a 316,000-watt color-equipped RCA transmitter, KMBC-TV dwarfs every other television facility in the Heart of America. Channel 9 booms its signal into areas never before covered by Kansas City television. Out-state reception reports from all points of the compass show KMBC-TV delivers markets lying far beyond 100 miles from Kansas City. If you're aiming your advertising message at Kansas City and its rich surrounding secondary markets, KMBC-TV is the best place to invest your television dollars. Your Free & Peters Colonel can give you complete program and availability information on the Midwest's most-up-and-



For the broadest broadcasting coverage of the Heart of America market, use the area's most effective one-two advertising punch—KMBC-KFRM Radio plus KMBC-TV Television!

Primary Basic CBS Radio



the KMBC-KFRM radio TEAM



coming TV station.



JOPLIN, MO. A.B.C. CITY ZONE OVER 50,000 March 31, 1955. Population: 51,134

MISSOURI'S 4th METROPOLITAN AREA

Source: Sales Management Estimates.

\$30,000,000 FOR INDUSTRIAL DIVERSIFICATION

Since 1951, over \$30,000,000 has been spent on new industries and plant expansions in the Joplin area. The result is a revitalized economic equilibrium, with diversified industry complementing Joplin's position as one of America's most important centers for the mining of lead and zinc.

Represented by THE KATZ AGENCY, INC.

Served by

The Joplin GLOBE & NEWS HERALD

	Metro	0	POPULA EB 1/	TION TIMATI	ES	AQ//A	TIVE BI		954		DISTRICT.	•	277	L SALES	-1954	VIDES C. J		SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Tetal	5	Fami-	Urban-	Not	%	Per	Per	Deliars	5	Coun-	(ir		ORE GRO			Buying	Qua
		(thou- sands)	U.S.A.	(thou- eands)	Population (thousands)	Dollars (add 000)	U.S.A.		lly	(add 900)	U.S.A.	Salos Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Jaoper	200	81.7	.0903	28,1	88.1	107,013	.0426	1,3103	,808	93,183	.0548	3,316	19,957	10,478	4,139	25,523	2,762	.0478	95
2△Joplin		40.7	.0250	14.8		61,111		1,501 4		61,636	.0362	-	11,960	8,755	2,479	17,209	1,776	.0280	112
Carthage		11.5	.0071	3.9	07.4	15,127		1,315 3		17,409	.0103	1	3,615	1,288	1,240	6,281	562	.0075	106
offerson		41.9	.0258	12.6		88,335		1,321 4		34,361	.0202		9,795	3,002	1,869	7,571	753	.0223	
lehneen		23.1	.0142	7.5		26,823		1,161 3		15,782	.0092	3532	3,199	617	656	2,760	551	.0108	
Cnex		7.3	.0045	2.6	2000	7,924		1,085 3		4,898	.0029		976	391	152	1,167	150	.0034	
aciede		20.1	.0123	6.1	7.7	18,186	20000	904 2		18,192	.0107	2,982	3,294	1,139	952	7,055	499	.0083	1
Lebanen		7.7		2.6		9,760		1,268 3		17,210	.0101		2,889	767	952	5,997	499	.0059	
afayette		25.0	20000	8.0		30,937		1,237 3		27,718	.0163	20000	5,223	1,963	1,612	4,680	1,127	.0141	
AWTORCO		23.7	.0146	7.8		23,804		1,004 3		14,459	.0085	1000	3,002	1,079	628	3,039	641	.0102	1
owis		10.6	.0065	3.5		11,904		1,131 3		10,158	.0060		1,826	481	295 322	2,497	183 159	.0085	85
incein		13.7	.0084	4.9		15,337		1,119 3		13,310	.0078		2,455 3,367	1,230	578	4,086 4,645	642	.0071	Bit St
Inn		16.7	.0117	5.4	0.00	23,194		1,227 3		17,042 21,689	.0100		4,083	2,036	843	4,437	551	.0100	1
Chillicothe		9.1	.0056	2.9		12,766		1,403 4		17,569	.0103	4,010	3,215	1.783	811	4,217	524	.0068	-
McDonald	100	14.4	100000	4.3		18,784	.0043			14,018	.0082	3,200	1,900	2,422	72	2,912	328	.0064	72
Macon	1	17.9		6.2		18,800		1.060 3		12,878	.0076		2,822	802	679	3,144	440	.0002	1
Viadicon		11.1		3.1	1	11,161		1,005 3		7,508	.0044		1,816	508	350	1,984	185	.0049	1
Maries		7.1	.0044	2,1		5,095	.0023			2,794	.0017		678	252	49	340	87	.0025	
Marion		30.3		10.1	0.000	41,640	.0186	1.374 4		33,524	.0197	-	8,285	2,276	2,012	7,442	802	.0189	97
3Hannibal		20.7	.0127	7.1	1	30,154	.0120	1,457 4	.247	26,349	.0155		6,803	1.883	1,713	6,198	696	.0132	104
Wercer		7.1	.0044	2.8		8,542	.0026	921 2	.617	4,900	.0029	1,960	790	196	143	758	148	.0030	86
Willer		13.6	.0084	4.2	2.8	11,439	.0045	841 2	,724	12,790	.0075	3,047	2,643	802	424	2,955	152	.0092	74
Mississippi		23.3	.0143	6.2	8.8	19,038	.0076	817 3	,070	14,945	.0088	2,410	4,061	983	782	3,081	486	.0093	. 80
Monitonu		10.6	.0068	3.8	2.8	10,029	.0040	946 2	,865	9,050	.0063	2,586	1,078	894	450	2,030	220	.0049	75
Monroe		11.3	.0070	3.8		12,585	.0050	1,114 3	.312	14,225	.0084	3,743	2,402	863	735	3,313	340	.0064	91
Montgomery		11.8	.0071	3.1		11,771	.0047	1,024 3	,018	10,983	.0064	2,816	2,342	1,451	626	2,002	100	.0057	
Wargan		9.9		3.1	****	8,186	.0033			7,185	.0043		1,786	297	220	1,285	130	.0041	1
New Madrid 48ikeden		41.5	.0258	10.5	8.8	29,126	.0116	702 2	.774	20,948	.0123	1,995	6,518	2,300	1,272	2,936	515	.0146	
Newton	200	29.0	.0178	8.9	7.4	28,800	.0114	993 3	,237	17,034	.0104	1,081	4,004	1,057	555	3,935	350	.0124	70
Vodaway		24.4	.0180	7.0	6.9	32,308	.0129	1,324 4	,251	17,129	.0100	2,254	3,582	1,132	1,233	3,925	423	.0125	83
Maryville		6.9	.0042	2.3		12,271	.0049	1,778 5	,335	11,621	.0068		1,979	944	1,159	3,129	270	.0053	126
Oregen		12.1	.0075	3.4	****	9,079	.0036	750 2	,670	5,404	.0032	1,589	856	130	62	1,208	180	.0042	86
Dange		11.2	.0009	3.0	****	9,121	.0037	814 3	,040	7,014	.0041	2,338	1,147	535	315	1,228	105	.0045	
)zark		8.8		2.4	10000	5,502	.0022	625 2		4,433	.0026	1,847	350	340	53	791	99	.0029	1
emiscot		46.9	0.00000	12.8		35,829	.0142	0.000		23,961	.0141		8,335	2,050	1,249	5,256	795	.0171	
erry		15.3		4.2		18,280	.0061	999 3		11,740	.0069		1,761	1,426	432	1,687	218	.0070	
Pottio		33.9		11.0		44,988		1,326 3		34,720	.0205	2,993	7,071	2.402	2,077	9,638	930	.0193	
Sedalia		20.4		7.1		30,119	19000	1,476 4		31,373	.0185		5,819	1,922	1,978	9,035	804	.0141	
helps		24.0	2000	7.0	20000	25,296		1,064 3	2000	19,299	.0113	2,750	4,804	999	1.131	4,825	350	.0114	
Rolla	ALC:	18.1	.0081	3.5		18,681	.0074	1,426 4	,916	13,977	.0082	1766	3,267	661	1,034	4,004	235	.0078	
Platte		17.0		5.8		20,867		1,227 3		15,400	.0001		4,131 2,587	717 283	892 360	2,900 1,245	410 272	.0092	

² Jopin is in Jasper and Newton Counties. 3 Hannibal is in Marion and Rails Counties.

In more and more client-agency huddles, decision-makers are

SOLD ON SPOT

... and all the advantages of SPOT ADVERTISING which influence their decisions are prominently present both on KSD and KSD-TV... the NBC Radio and Television Network affiliates in the NATION'S NINTH LARGEST MARKET. That's why more and more client and agency decision-makers are

SOLD ON KSD

5000 Watts on 550 KC Day and Night

AND KSD-TV

100,000 Watts on VHF Channel 5



THE ST. LOUIS POST-DISPATCH STATIONS

SPOT SALES

National Advertising Representative

- ★ KSD has the LARGEST daytime half-millivolt coverage area of any radio station in St. Louis.
- * KSD-TV is equipped for network, slide and film telecasting in FULL COLOR.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT. MISSOURI - (Continued)

		0	POPULA ES 1/1	TION TIMATI	ES	Marin I	TIVE BI					0	772	SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	-	Fami-	Urban-	Not		Per	Per	Dellara		Coun-	(le		ORE GRO			Buying	Qual-
		(thou- sands)	u.s.a.	lies (thou- sands)	Popu- iation (thou- sands)	Dollars (add 000)	% of U.S.A.		Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- dex
Polk		16.1	.0099	5.2	3.6	14,374	.0068	893	2,784	12,279	.0072	2,381	1,473	925	678	3,518	- 272	.0070	71
Pulaski		10.6	.0065	3.3		9,102	.0638	859	2,758	14,781	.0087	4,479	1,692	1.856	356	2,777	500	.0057	88
Putnam		8.7		2.0		8,367	.0033	982	2,885	4,883	.0027	1,615	960	508	225	1,254	231	,0036	67
Ratio		8.7	.0053	2.6	.1	9,702	.0039	1,118	3,732	4,486	.0027	1,714	922	171	148	990	124	.0038	72
Randolph		23.2	.0143	8.1	13.4	33,261	.0132	1.434	4,106	21,593	.0127	2,888	4,754	1,876	1,100	5,046	886	.0133	83
Moberly		13.4		4.7		21,463	.0085	1,602	4.567	18,221	.0107		3,730	1,795	1,180	4,738	610	.0091	111
Ray		16.0	.0086	5.8	4.4	18,902		1.181		12,367	.0072	2,249	2,491	823	567	2,533	357	.0078	80
Reynolds	10.19	6.4	100000	1.6		4,067	.0017	635	2.542	2,881	.0018	1,663	622	473	34	349	88	.0022	85
Ripley	LAW.	11.7	.0072	3.8		8,748	.0034	748	2,499	5,739	.0034	1,840	1,380	861	231	1,299	255	.0041	57
St. Charles	124	33.1	.0203	9.8	15.6	44,602	.0178	1,347	4,695	30,170	.0177	3,176	7,174	2,049	1,822	5,760	887	.0183	90
St. Charles		15.6	.0096	4.6	3	23,622			5,135	21,165	.0124		5,498	1,081	1,163	4,471	582	.0103	107
St. Clair		10.1	.0062	3.4		8,640	.0034	855	2,541	6,035	.0036	1,775	911	578	270	1,213	122	.0040	65
St. Francois		36.1	.0222	10.6	13.9	43,114	.0172	1,194	4,067	32,072	.0188	3,026	10,151	1,471	1,713	7,386	902	.0187	84
8St. Louis	124	1,364.8	.8396	421.6	1321.1	2,561,820	1.0201	1,877	6,076	1,546,502	.9095	3,668	371,775	225,068	93,551	263,200	52,305	.9508	113

3 Hannibal is in Marion and Ralls Counties. 5 St. Louis County combined with Independent City. Before using these figures, see explanation page 11.



Outdoor sells more!

• Now cut-outs give you new selling impact in out-door advertising. Rotate them in one city or on an intercity basis! Ask us about GOA's new network plan!

General Outdoor Advertising Co.

General Offices
Harrison & Loomis Streets

Chicago 7, Illinois

46.3% of all retail sales in Missouri are made in the ST. LOUIS area!

—another GOA market

MISSOURI - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SNOL	Metre-		POPULA ES 1/1	TION TIMATI	ES	6077	TIVE BI			121	2 Ö	0	777	L SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	67	Fami-	Urban-	Net	07_	Per	Per	Dollars	W.	Coun-	(ln		ORE GRO			Buying	Oual-
		(thou- sands)	% of U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 900)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	% of U.S.A.	Sales Por Fam- ily	Food	General Mdne.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- dex
ASt. Louis		868.5	.6342	269.8		1,583,722	.6306	1,824	5,870	1,180,523	.6943		263,987	190,482	81,866	191,177	36,423	.6304	118
Clayton		17.8	.0100	8.4		73,710	.0294	4.141	13650	86,727	.0333		9.217	18,317	797	13,880	1,729	.0269	247
Maplewood		13.6	.0084	4.4		25,695			5,840	34,609	.0204		6,096	2,576	1,437	14,355	1,284	.0129	154
University City		43.7	.0200	13.1		112,408			8,581	20,704	.0174		13,393	580	1,108	4,783		.0330	123
Webster Groves		26.5	.0163	.7.6		66,266	.0264	2,501	8,719	21,821	.0129		6.581	391	687	5,916		.0203	125
Kirkwood	1	22.2	.0137	6.4		48,318			7,850	21,000	.0124		5,000	792	685	9,113	967	.0161	118
Overland		17.4	.0107	4.9		28,628			5,844	16.533	.0097		6.861	2,401	566	1.278	398	.0108	101
Ferguson		18.8	.0085	3.7		24,230			6,549	9,589	.0056		3,060	758	204	3,729	461	.0082	96
Jennings Richmond		18.2	.0112	\$.0		31,777	.0127	1,746	6,355	9,953	.0050		3,141					.0104	93
Heights		16.1	.0000	4.6	1	37,453	.0149	2.326	8,142	9.044	.0053		3,417	587	507	1,459	543	.0110	111
Sta. Genevieve		11.4	.0070	3.1	4.1	11;631	.0047	1,020	3,752	8,019	.0048	2,887	2,011	400	301	1,300	181	.0052	74
Baline		27.1			12.1	32,649			3,887	22,511		2,000	4,510		1,030	5,418		.0130	
Marshall		8.8		2.8		13,197	.0053		4,713	14,735	.0087		2,775	997	698	3,353			
Schuyler		5.0		1.1		5,340	.0021	954	2,987	4,448	.0026	2,471	475	59	48	1,405		.0025	
Bootland	1 .	7.0	.0043	2.1		0,757	.0027	901	2,703	6,101	.0036	2,440	1,532	286	229	1,482	57	.0031	77
Scott		24.0			15.9	35,564			3,556	28,240	.0184	2,824	5,773	1,480		5,440		.0100	
4Sikeston		13.1		4.6	0	15,187		1,156	3,797	15,729	.0093	100	2,635	813	1,179	4,124	373	.0074	
Shannon		8.0		2.5		5,149	.8021	844	2,340	3,056	.0018	1,389	497	651	40	461		.0028	
Shelby		9.0	.0080	3.0		9,900	.0030	1,033	2,752	8,510	.0050	2,364	1,572	990	278	2,067	146	.0047	7 80
Stoddard		34.7				25,850			2,722		.0112		3,971						-
Stone		9.7		2.1		6,807			2,463				931						
Sullivan		10.6	.0005	3.		10,041	.0040	947	2,800	6,627	.0038	1,883	1,647	478	278	1,271	120	.0048	68
Taney		10.1				8,470		-	2,823				1,420						
Texas		19.1				14,186			2,399	9,122			1,817						
Vernen		22.1	.0141	7.1		24,386		1,000	3,486	17,741	.0108	2,534	3,447	1,140	700	2,962			8 77
Nevada		7.5	.0041	2.	7	11,838	.0047	1,490	4,384	13,873	.0082		2,803	742	700	2,938	286	.0058	8 118

4 Sikeston is in New Madrid and Scott Counties.

C SM, 1955.

Before using these figures, see explanation page 11.
*Net Available.

FIRST

among all evening newspapers in General Groceries Advertising

THE St. Louis Post-Dispatch published more General Groceries advertising during 1954 than any other evening newspaper in the world.

THIRD

Among all newspapers, morning or evening, the St. Louis Post-Dispatch ranked third in General Groceries advertising during 1954, and was exceeded only by the Chicago Tribune and the Los Angeles Times.

Media Records Figures

ST. LOUIS POST-DISPATCH

ST. LOUIS, MO.

The selling force behind St. Louis business.

In New York

St. Louis Fost-Dispatch Mr. J. V. Ambrose, Monager 521 Fifth Avenue New York 17, M.) In Chicago

10. Louis Post-Dispot Mr E. M. Roscher, Manager 1829 Tribuna Towar Chicago, Ililonia West Coast

West-Helliday Co , Inc Les Angeles 14, Catifornia San Francisco. 5, California Portland, Oragon Seaffle 1, Washington Denver 6, Colorado In Florida

The Leonard Compan 311 Lincoln Read Miami Beach, Florid. In Europe

St. Louis Post-Dispato Mr A. R. Lerner Paris, France

ONE RADIO STATION - WHB - HAS



OF THE KANSAS CITY AUDIENCE ACCORDING TO HOOPER

That's one way to look at it.

The same station—WHB—is FIRST every other way, too. Here's the line up:

HOOPER, FIRST PLACE, 48.9%

(Average share of audience, 7a.m.-6p.m., Mon.-Fri., Jan.-Feb. 1955)

TRENDEX, FIRST PLACE, 42.8%

(Average share of audience, 8a.m.-6p.m., Mon.-Fri., Jan.-Feb. 1955)

PULSE IN HOME, FIRST PLACE

(Average share of audience, 6a.m.-6p.m., Mon.-Fri., Jan.-Feb. 1955)

PULSE, OUT OF HOME, FIRST PLACE

(Total average audience, 6a.m.-midnight, Mon.-Sun., Winter, 1955)

Yes, things sure have changed in Kansas City since last year's issue of this book. WHB is the only station which improved its rating substantially in all 3 surveys—Hooper, Pulse, Trendex. No matter which way you look at it, this new independent WHB, under Mid-Continent management, is the one station you need to dominate Kansas City. Talk to the man from John Blair, or WHB General Manager George W. Armstrong.



CONTINENT BROADCASTING COMPANY

President: Todd Storx

KOWH, Omaha Represented by H-R Reps, Inc. WTIX, New Orleans Represented by Adam J. Young, Jr. WHB, Kansas City Represented by John Blair & Ce.



10,000 watts 710 kcs.
KANSAS CITY, MISSOURI

MISSOURI — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Matro-	0	POPULA ES /1,	TIMATE	ES	MAZZA.	TIVE B			post II		0	777	L SALES	1964			SALES ADVER INC	TIS-
COUNTIES	politan Area	Total	07,	Fami-	Urban- ized	Nat	0%	Per	Per	Dollara	œ	Coun-	(in	FIVE 81 thousands	ORE GRO			Buying	Qual-
		(thou- sands)	U.S.A.	ties (thou- eands)	Popu- lation (thou- sands)	Deliars (add 000)	% U.S.A.		Fam- ily	(add	U.S.A.	ty Saise Per Fam- ily	Food	General Mdee.	Furn.e House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Warren Washington Wayno		7.9 14.7 10.6	.0000	2.5 4.1 2.8	****	7,843 10,130 7,472	.0031 .0040 .0030	000	3,137 2,471 2,065	7,794 7,884 4,943	.0047	3,118 1,923 1,765	1,410 2,480 1,055		323 130 31	1,414 1,580 928		.0039 .0052 .0037	
Wabster Worth		15.1 5.0 15.8		4.8 1.8 4.9	****	11,570 4,790 11,846	.0046 .0019 .0046	938	2,515 2,994 2,418	10,074 3,007 12,079	.0022	2,190 2,311 2,485	1,446 694 1,843	824 157 1,148	248 35 301	2,682 1,115 2,621		.0089 .0023 .0064	74
Total Above Cities		2,002.6	1.2873	662.7		3,831,567	1.5256	1,831	5,782	3,073,668	1.8075		623,466	514,019	174,479	602,888	121,085	1.5626	121
State Total		4,184.0	2.5688	1,303.9	2641.0	6,132,190	2.4419	1,476	4,703	4,386,061	2.5799	3,364	927,981	805,757	225,144	846,653	150,146	2.5060	98

MISSOURI — Metropolitan County Areas

Kaneas City	72	913.4	.5617	301.0	813.6	1,712,905	.6820	1,875	5,001	1,293,829	.7610	4,298	251,104	254,480	61,531	246,753	65,980		-
St. Joseph						188,485										19,381			
St. Louis	124	1,823.4	1.1216	861.7	1057.7	3,274,249	1,3038	1,796	5,829	1,979,667	1.1642	3,524	401,327	255,040	116,105	354,707	63,000	1.2255	10
Suringfield	142	111.4	.0000	38.9	81.0	186,516	.0618	1,396	4,215	121,790	.0717	3,301	21,286	13,501	7,422	28,906	4,104	.0002	
△Jeplin	200	110.7	.0881	37.0	65.5	135,819	.0540	1,227	3,671	110,817	.0652	2,905	23,861	11,538	4,894	29,468	3,112	.0002	
Total of Areas		3 000 0	1.0010	940.3	2783.7	5,434,965	2.1840	1.777	5 613	3 000 000	2.1213	2 798	810.007	544,382	195,339	679,296	141,443	2.0047	11

© SM, 1955.

Before using these figures, see explanation page 11

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.

Only KCMO Broadcasting Offers 3 Complete Facilities for Mid-America Coverage

RADIO TELEVISION

FM-TRANSIT

KCMO-Radio . . . KCMO is Kansas City's only 50,000 Watt station for Mid-America. At 810 KC it blankets this top-quality metropolitan market, and covers 213 wealthy counties inside the ½ my contour.

KCMO-Television . . . New tower-1131 feet above average terrain—full power . . . 100,000 watts . . . to push Channel 5 to top coverage soon. Even now, KCMO-TV is the choice of the best advertisers.

KCMO-FM Transit Radio . . . You can reach Kansas City's 353,162 week-day bus and streetcar riders at approximately 50c per thousand via KCMO-FM. And there's a big plus audience of fine music enthusiasts and hi-fi fans devoted to FM evening programming.

METROPOLITAN FACTS ABOUT KANSAS CITY—the market that's 15th in retail sales, 17th in grocery sales, 11th in wholesale, 8th in bank clearings, and 7th in drug sales.

*Retail Sales *Food Sales *Drug Sales Population Greater Kansas City \$1,293,829 St. Joseph Topeka \$1,538,753

GREATER KANSAS CITY includes all of Jackson and Clay Counties in Missouri, Johnson and Wyandotte Counties in Kansas—including Kansas City, North Kansas City, and Independence, Mo., and Kansas City, Kan.

*Sales figures add 000

Radio - 50,000 Watts at 810 Kc Television - Channel 5

FM-Transit-94.9 Meg

Affiliated with publishers of Reter Homes Successful Farming

National representatives-The Katz Agency

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

'FACTS ABOUT THE EAST ST. LOUIS MARKET''

Show you can't cover East St. Louis, Illinois from St. Louis, Missouri

IT TAKES THE EAST ST. LOUIS JOURNAL!

MARKET

ILLINOIS

ree 56 PAGE BOOK OF FACTS

This new booklet gives complete details on East St. ouis and East St. Louis Market; results of Doody Survey; circulation history.

NATIONALLY KNOWN FIRMS ADD 150,000 LINES OF NEW BUSINESS TO PROVE IT I

Here are just a few: Institute of Life Insur-Phillips Petroleum, Nabisco, Kresge, Old Gold, Schenley Reserve, Old Crow, Old Sunnybrook, Milnot, Blue Bonnet, Hiram Walker Family Brands,

Private Cellar, Ten High, Walgreen.

1,111,480 lines of retail food advertising in 1954!

East | St. Louis

SAMPLE FACTS AND THE DOODY SURVEY

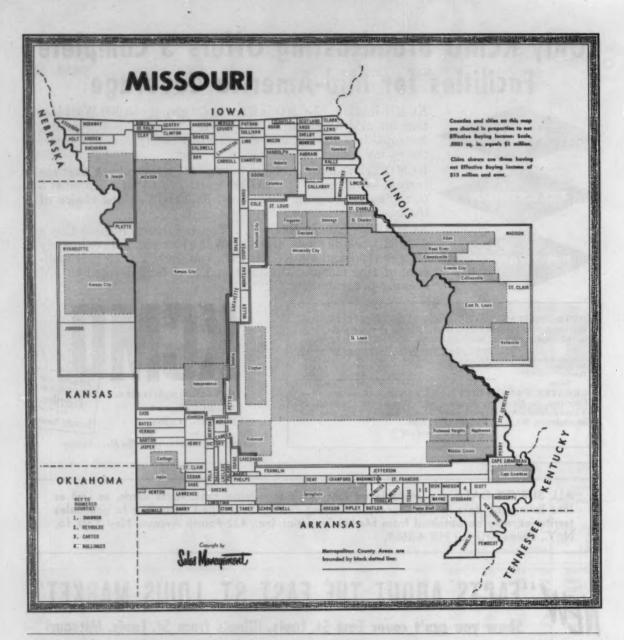
- 116,000 city zone population 4th largest market
- The Journal reaches 82.7% of East St. Louis residents who regularly read a daily newspaper.

 42% of these residents read the Journal only.
- The Journal has nearly 3 times as much circulation as the Post Dispatch in the East St. Louis City Zone; over twice as much circulation as the Globe Democrat. LARGEST

A LINDSAY-SCHAUB NEWSPAPER

Member Illinois Color Comic Group in & Kelley, Inc., Nat'l Reps.

=



MISSOURI — M Income Breakdown of Consumer Spending Units

	Total	In-			ET IN	COME	GROU	PS, 19	54			Total	In-			NET IN	COME	GROU	PS, 19	54	
COUNTIES	Gen- sumer Limits (thous.)	Con- sumer Unit	90-1 % Units	% in- come	\$2,000 % Units	-3,999 % In- come	\$4,000 % Units	-6,999 % in-	\$7,000 % Units	% In-	CITIES	Con- sumer Units (thous.)	Con- aumer Unit	\$0-2 % Units	% In- come	\$2,500 % Units	-3.999 % In- coms	\$1,000 % Units	5-6,999 % In- come	\$7,000 % Units	% In-
Adair	7.8	2,787	54.3	27.8	29.0	35.3	14.2	27.8	2.5	9.1	Buchanan	36.6	4.270	34.3	11.5	27.7	22.0	28.6	36,4	9.4	30.1
Kirkavillo	4.5	2,912	53.0	28.0	27.3	31.8	16.6	31.0	3.1	11.2	St. Joseph	38.1	4,280	34.3	11.5	27.7	22.0	28.4	38.0	9.6	30.5
Andrew	3.8	3,307	47.3	20.4	27.8	28.6	18.7	30.6	6.2	20.2	Butler	12.0	2.802	58.3	29.7	24.5	29.7	13.4	28.0	3.8	14.6
Atchison	3.9	3.783	39.4	14.9	31.6	28.4	19.9	28.4	9.1	28.1	Poplar Bluff	5.4	3,198	50.0	22.3	26.1	27.7	18.4	31.3	5.5	18.7
Audrain	8.9	4.063	33.7	11.9	30.3	25.4	27.7	37.2	8.3	25.5	Caldwell	3.7	2.751	54.8	28.5	30.1	37.2	12.2	24.1	2.0	10.2
Mexico	8.0	4,289	30.3	10.1	29.2	23.1	31.2	39.6	9.3	27.2	Callaway	7.8	3,208	49.6	22.1	25.7	27.2	19.0	32.2	5.7	18.3
Barry	6.7	2.708	58.8	31.0	24.4	30.6	13.5	27.2	3.3	11.2	Fulton	3.6	3,362	48.4	20.6	24.8	25.1	19.8	31.9	7.0	22,4
Barton	4.2	2,932	53.0	26.7	27.8	32.3	14.7	27.3	4.5	14.7	Camden	2.3	2,629	63.1	34.2	22.1	25.6	10.6	22.6	4.2	15.2
Bates	6.7	2,963	55.6	26.8	23.6	27.1	15.1	27.6	8.7	18.5	Cape Girardeau	13.8	3.707	42.7	16.4	27.2	24.9	23.5	34.6	6.6	24.1
Benton		2,478	63.7	36.7	25.2	34.8	8.5	18.6	2.6	10.1	Cape Girardeau	8.4	3,889	41.1	15.1	27.0	23.4	24.4	34.2	7.5	27.1
Bollinger		2,296	69.6	43.3	21.2	31.4	7.2	17.0	2.0	- 8.3	Carroll	5.0	3,186	50.4	22.6	26.2	28.0	17.8	30.4	5.6	18.0
Beone	24.3	3,012	59.1	28.0	20.4	23.0	15.3	27.6	5.2	21.4	Carter	1.5	2,291	69.4	43.2	20.9	31.0	7.6	18.1	2.1	7.7
Columbia		2,973	60.7	29.1	19.3	22.1	14.7	25.9	5.3	21.9	Cass	6.8	3,362	47.3	20.1	26.3	28.8	19.8	32.1	8.8	21.3

O SM, 1955.

Before using these figures, see explanation page 11

In the Missouri and Kansas Farm Market ...

43% more RURAL households

31% more of the BEST RURAL households

Why Settle for LESS?

You can be <u>sure</u> your advertising reaches more farm households—reaches more of the Best farm households—in the Weekly Star Farmer.

THE PROOF: The Kansas and Missouri Departments of Agriculture each year detail farm income by county.

In the 59 Missouri counties and 47 Kansas counties, each of which produced ten million dollars or more in farm income in 1952, the Weekly Star Farmer has 31% more farm subscribers than any other farm paper.

In Kansas and Missouri, the Weekly Star Farmer has 98,262 more farm subscribers (43% more) than any other farm paper (A. B.C.).

Your advertising in the Weekly Star Farmer will sell the Most because it concentrates on the Best.

Why settle for less?

Weekly Star Farmer

480,000 Paid Subscribers



Largest Weekly Farm Publication in America

Kansas City 1729 Grand Ave.

Chicago 202 S. State St. WEbster 9-0532 New York 21 E. 40th St. Murray Hill 3-6161

MICCOLIDI	1 0 11		ng Units — (Continued)
MIZZORKI WKI	Income Breakdown	of Consumer Spendu	of Units (Continued)
	Income president	or wondanier spendi	6 omes — (Continued)

COUNTIES	Con-	come					-	PS, 191	-			Total	In- come		,	451 114	COME	GHOU	PS, 19	94	
	eumor Units (theus.)	per Con- aumor Unit 8	\$0-2 % Units	5,499 In-	\$2,500 Units	-3,900 % in-	\$4,000 Units	% In-	\$7,000 % Units	& Over % In-	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$0-3 Units	2,490 % in-	.%	-3,999 % In-	~	0-6,999 % In- come	\$7,000 % Units	% In-
odar	3.6	2,380	65.5	30.5	24.6	35.3	8.0	18.3	1.9	8.0	Macon	6.5	2,904	54.7	28.9	26.8	31.3	14.2	26.5	4.3	15.3
hariton	5.1	3,137	52.1	23.7	26.3	28.5	16.2	28.1	5.4	19.7	Madison	3.4	3,292	49.7	21.6	22.8	23.5	21.8	36.0	5.7	18.9
hristlan		2,487	63.5	36.7	24.7	34.0	9.5	21.1	2.3	0.2	Marion	11.3	3,673	60.6	33.5	26.6	35.0	9.7	20.3	3.1	11.2
lark	3.1	2,793	53.7	27.4	30.7	37.3	13.9	25.1	2.7	10.2	Hannibal	8.0	3,761	38.7	14.7	30.6	27.7	23.9	34.7	6.8	22.9
lay		5,088	25.9	7.2	23.5	15.7	36.8	39.5	13.8	37.6	Mercer	2.4	2,877	59.3	31.6	25.9	32.9	11.4	23.2	3.4	12.3
orth Kansas											Miller	4.2	2,698	56.4	29.8	27.3	34.4	14.0	28.3	2.3	7.5
City	2.1	5,100	21.0	5.9	25.5	17.0	39.4			35.1	Mlasissippi	8.5	2,914	58.4		21.9	25.5	13.9	26.0	5.8	19.9
Ilnton	4.2	3,366	46.7	18.8	20.4	29.7	16.7	27.0	7.2	23.5	Moniteau	3.6	2,790	55.2		26.7	32.5	15.5	30.2	2.6	8.0
ole	11.0	4,283	35.0	11.7	28.7	22.9	26.2	33.5	10.1	31.0	Monroe	3.9	3,216	49.4	-	28.7	30.3	16.1	27.3	5.8	20.5
efferson City	9.7	4,402	33.4	10.8	28.4	21.8	27.3	33.8	7.8	23.5	Mentgomery	3.9	3,042	52.8	24.6	26.5	29.6	15.4	27.5	5.3	18.1
Cooper Crawford	3.7	2,809	45.0 56.4	18.3	26.6	32.2	13.1	25.4	3.9	13.8	Morgan	3.3	2,499	63.0	35.9	25.5	34.7	8.5	18.6	3.0	10.8
Dade		2,328	69.6	42.6	20.6	30.1		17.4	2.4	9.9	New Madrid	11.5	2,535	65.1		21.6	29.0	9.6	20.5	3.7	13.8
Dailas		2,175	75.6	49.6	15.0	23.4	7.4		3.0	8.6	Newton		3,043	54.3		25.0		15.1	27.0	5.6	
									1		Nodaway		3,437	50.4		25.4	25.1	17.4		6.8	
Daviess	4.0	2,820	87.7	29.2	24.0	26.9	18.5	28.1	4.8	15.8	Maryville	3.2	3,859	45.8	16.8	23.8	21.0	22.0		8.6	31.1
De Kalb		2,962	10.1	25.2	20.3	33.8	14.5	26.8	4.1	14.4	Oregon		2,309	67.0	40.4	21.9	31.4	9.2	21.1	1.9	7.1
Dent		2,828	64.6	38.4	22.3		9.0	21.4	3.2	12.2	Osage	3.3	2,788	55.2		27.6	33.9	13.8		3.4	
Douglas/		2,286	69.7	43.5	21.5	32.0	6.4	18.2	2.4	9.3	Ozark	2.8	2,144	76.3		18.9	25.1	5.9		1.9	
Dunklin		2,761	00.5	31.3	23.8	29.3	11.6	22.8	4.1	16.8	Pemieset	13.1	2,745	62.5		20.5	25.3	11.4		5.6	
Kennett		3,273	39.8	22.1	37.1	29.2	14.8	24.7	7.8	28.0 19.8	Perry		3,450	42.5		30.6	30.2	20.4		6.8	
Franklin Gaeconade		3,042	47.7	15.7	30.7	34.3	19.3	32.7	3.3	10.6	Pettis		3,633	43.0		28.1	26.3	22.5		7.0	
Gentry		3.011	52.9	25.1	26.9	30.3	15.3	27.7	4.9	16.9	Country	7.0	0,022	39.0	14.0	28.0	20.4	24.9	35.4	7.0	24.4
Greene		3,839	39.6	14.7	27.7	24.5	24.6	34.9	8.1	25.9	Phoips	8.7	2,894	88.7	27.5	24.5	23.8	15.8	29.7	4.0	14.0
Springfield		3,940	38.5	13.9	27.2	23.5	25.5	35.3	8.8	27.3	Rolls	6.3	2,984	54.4		24.4	27.8	16.5		4.7	
Grundy		3,329	51.5	22.1	28.1	26.6	15.9	28.0	6.5	25.3	Plko	6.0	3,451	47.1		26.5	28.1	18.5		7.0	
Trenton	2.2	3,778	43.9	16.6	26.9	24.2	21.4	30.8	7.8	28.4	Platte		3,776	43.3	16.4	23.3	20.9	22.9	33.0	10.5	29.7
		100									Poik		2,617	65.2	37.0	22.3	30.1	9.1	19.6	3.4	13.3
Harrison		3,006	40.3		29.4		16.5		4.0	18.1	Pulaski		2,702	58.1		25.6	32.2	13.5		3.8	
Henry		3,022	53.1	25.1	26.6		15.2		8.1	17.7	Putnam		2,576	60.8		25.9	34.1	10.4		2.0	
Clinton		3,408	47.5		25.8		19.1		7.6	24.0	Flatie	3.0	3,195	49.1		20.4	31.3	15.1		6.4	
Hickory		2,062 3,338	77.3 40.7	83.4	16.5		14.4	13.0	8.1	6.5	Randolph Moberly	8.7	3,843	35.6		26.3	23.2	24.0		8.5	
Howard		3,189	54.2	24.3	23.6		15.3	26.0	6.9	24.6	Flay		3,208		21.4	28.5	30.2	18.0		5.2	
Howell		2,596	61.7	34.0	24.8		10.1	21.1	3.4	12.5	rany	0.0	0,200	10.0	61.4	20.0	30.2	10.0	00.1	0.2	
Iron		2,577	80.8		25.9		10.4		3.9	10.3	Reynolds	1.0	2,188	74.2	48.8	17.8	27.8	6.5	16.4	1.5	7.0
Jackson		4,840	28.0		25.7	18.0	32.1	36.1	14.2	37.6	Ripley		2,300	69.6		19.7	29.0	8.9		1.8	
Kansas City	200.1	4,850	28.3	8.3	25.9	18.1	31.4	35.3	14.4	38.3	St. Charles	10.7	4,158	34.1	11.7	25.5	20.8	31.9	41.9	8.5	25.6
Independence.	15.7	4,772	25.4	7.6	23.6	16.8	37.9	43.3	13.1	32.3	St. Charles	5.4	4,396	30.9	10.0	24.1	18.6	35.2	43.7	9.8	27.7
Jaopar	. 29.7	3,609	43.5		28.3		21.8	32.9	6.4	23.3	St. Clair	3.4	2,512	65.5		21.6	29.2	9.8		3.1	
Joplia		3,883	40.6	14.9	27.4		23.8	33.4	8.2	27.7	St. Francois,		3,987	34.9		23.6	20.1	34.5		7.0	
Carthage		3,573	43.8		27.8		23.0		5.4	21.1	St. Louis	495.2	5,173	27.3		24.0	15.8	32.9		15.8	
Jefferson	12.6	4,388	29.2	9.5	25.5	19.8	35.7	44.3	9.6	26.4	St. Louis		4,788	29.0		28.0	18.5	31.7		13.3	
Johnson	9.3	2,881	57.1	28.2	22.7	26.8	15.2	28.8	5.0	16.2	Clayton Maplewood	7.2	10,308 5,318	27.1		12.8	13.0	19.9		17.0	
Knox		3,090	51.6		31.4		11.1		5.9	22.1	University City		7,772	20.0		15.9	7.0	33.4		30.7	
Laciede		2,891	56.7		26.3		13.0		4.0		Webster Groves		7,501	23.9		14.8	8.7	32.9		29.4	
Lebanoa		3,436	45.9		30.4		17.0		6.7		Kirkwood	7.2	6,712	19.6		17.9	9.0	35.0		27.6	
Lafayette		3,546	41.1		29.0		23.1	35.5	6.8	20.2	Overland		8,474	20.1		19.2	11.9	44.6		16.1	38.5
Lawrence		2,807	52.3	25.8	29.4	34.4	15.0	28.2	3.3		Ferguson	3.9	6,192	14.7	3.4	18.4	9.0	45.6		23.3	
Lowis		2,955	54.6		24.1		16.1		5.2		Jennings	5.4	6,833	15.2	3.7	18.9	11.0	46.4	43.3	19.5	42.0
Lincoln		3,151	51.3		25.8		17.4		5.5		Riehmond			1							-
Linn		3,237	48.3		25.0		21.3		5.4		Heights	5.7	6,589	23.4		16.5		33.8			
Livingston		3,331	60.0		27.2		14.8	-	8.0		Ste. Genevieve		3,585	41.6				21.9			
Chillicothe	3.6	2,375	66.1		27.0	26.1	16.7		1.9	7.4	Saline		3,540	44.8			26.7		32.0		23.7

O SM, 1955.

Before using these figures, see explanation page 11

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.

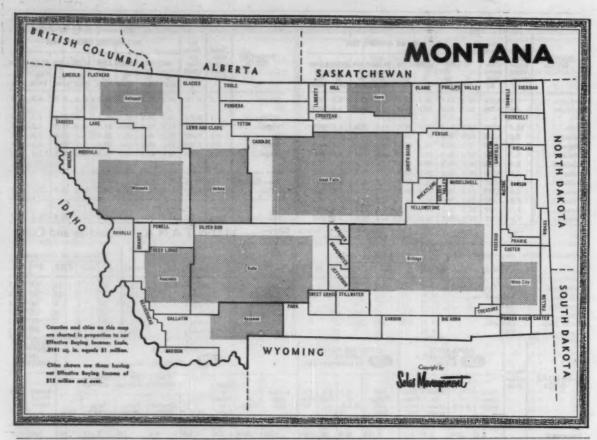
MISSOURI — Income Breakdown of Consumer Spending Units — (Continued)

	Total	In- ceme	100		ET IN	COME	GROU	PS, 19	54			Total	In-	10.7		ET IN	COME	GROU	PS, 19	54	
COUNTIES	Con-	par Con- sumer Unit	\$0-3 % Units	2,400 % In- come	\$2,500 Units	-3,999 % In- come	\$4,000 % Unita	-6,999 % In-	\$7,000 % Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- aumer	90-2 Units	,498 % In- come	\$2,500 % Units	-3,990 % in- come	\$4,000 Units	-6,900 % in- come	\$7,000 % Units	55
Schuyler	2.0	2,670	57.2	30.6	29.6	37.6	9.7	19.7	3.5	12.1	Warren	2.5	3,120	48.8	22.3	28.5	31.1	17.9	31.2	4.8	15.4
Scotland	2.5	2,698	58.2	30.8	25.0	31.6	14.3	26.8	2.5	8.8	END TON	1						1			101
	100	1			100						Washington	4.1	2,459	62.7	36.3	26.1	38.1	9.5	21.0	1.7	4.4
Scott	10.2	3,496	44.8	18.3	27.7	26.9	21.4	33.3	6.1	21.5	- Wayne	3.1	2,382	64.9	38.8	24.4	34.8	0.4	21.6	1.13	4.7
Sikeston	4.2	3,635	42.3	16.6	27.9	26.1	23.3	34.8	6.5	22.5	Webster	4.7	2,462	63.5	36.8	25.9	35.8	8.1	17.8	2.5	9.6
Shannon	2.6	1,997	76.9	54.9	18.3	31.2	4.5	12.2	.3	1.7	Worth	1.7	2,886	58.3	26.2	80.2	35.5	12.7	23.0	3.8	14.4
Shelby	3.5	2,806	56.0	28.5	25.5	30.9	14.4	27.9	4.1	12.7	Wright	5.1	2,346	70.5	42.9	18.1	26.2	8.9	20.6	2.5	10.3
Stoddard	9.9	2,600	61.1	33.5	25.5	33.3	10.3	21.6	3.1	11.6	100000000000000000000000000000000000000					1		1			
Stone	3.0	2,306	69.3	42.9	20.1	29.7	8.0	20.9	1.7	8.5				-							
Sullivan	3.9	2,601	61.1	33.5	25.1	32.9	11.0	22.9	3.8	10.7	Total Above					1					
Taney	3.4	2,513	64.5	2220	22.6	30.8	10.1	22.0	2.8	10.8	Cities	809.3	4,734	31.3	9.4	25.3	18.2	30.1	34.6	13.3	37.8
Texas	5.9	2.382	66.5		22.5	32.0	0.2	21.1	1.8	7.1					311	-		-			
Vernon	8.1	3.007	55.3	26.2	23.2	26.2	16.3	29.5	5.3	18.1								1		1	
Nevada	3.5	3,371	48 0	20.3	24.5		20.4	33.0	7.1	22.0	State Total	1476.8	4.182	28.0	13.4	25.2	20.6	25.4	33.3	10.8	32.7

(Other Mountain States: Arizona, Colorado, — MONTANA— Counties and Cities Idabo, Nevada, New Mexico, Utah, Wyoming.)

Montana state map—page 4	84	Pop.	N	UMBE	R OF O	UTLET	8			Pop.	N	UMBE	R OF O	UTLET	s
City County	tl	hous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
AnacondaDeer Lodge		13.0	47	4	8	12	3	Helena	Lewis & Clark	18.5	48	7	11	17	7
Billings Yellowstone		40.9	84	10	27	26	13	Kalispell	Flathead	10.4	37	9	13	20	6
Bozeman Gallatin		11.3	27	5	. 9	11	4	Lewistown	Fergus	7.4	24	4	8	14	- 4
Butte Silver Bow		35.6	139	9	24	27	17	Livingston	Park	8.1	26	6	8	12	7
Great Falls Cascade		43.8	108	14	31	27	8	Miles City	Custer	10.8	23	4	7	11	3
'Havre		8.9	31	5	7	15	2	Missoula	Missoula	23.2	61	6	19	26	11

	Metro-			ATION TIMATI	ES	SULTA !	TIVE B	E		A D TON		•	2/72	L SALES	-1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	0%	Fami-	Urhan- ized	Net	0%	Per	Per	Dellara	96	Coun-	(ir	FIVE ST	ORE GRO			Buying	Oual-
		(thou- sands)	% of U.S.A.	lies (thou- sands)	Population (thou- eande)	Dollars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add 000)	% of U.S.A.	Salee Per Fam- ily	Feed	General Mdse.	Furn House- Radio	Auto- mative	Drug	Power Index	ity in- dex
Beaverhead		8.3	.0039	2.5	3.2	9,134	.0036	1,450	3,654	10,161	.0000	4,064	1,958	918	116	2,372	100	.0044	113
Big Horn		9.5	.0058	2.5		11,058	.0044	1,164	4,423	8,858	.0052	3,543	2,484	544	126	1,992	204	.0049	84
Blaine		8.3	.0061	2.5		11,010	.0044	1,327	4,404	7,418	.8043	2,967	1,689	468	183	1,831	132	.0045	88
Breadwater		2.9	.0018	.9		4,022	.0016	1,387	4,460	2,967	.0018	3,297	868	72	48	646	21	.0017	94
Carbon		9.0	.0061	3.3	2022	11,075			3,356	7,800	.0046	2,384	1,741	732	128	1,055	239	.0048	79
Carter		2.5	.0015	.6		3,068			5,113	1,745	.0010		390	113		157	22	.0012	
Cascade	198	59.9	.0380	19.7	45.5	115,006	.0488	1.921	5,842	77,903	.0458	3,964	15,688	9,558	4,515	15,921	1,438	.0441	120
△Great Falls	1	43.8	1	13.9		87,574			6,300	72,489	.0426		14,281	8,975	4,515	14,778	1,215	.0356	132
Chouteau		7.0		2.4		15,717			6,549	8,936	.0053	3,723	1,589	400	128	2,379	24	.0066	130
Custer		14.6	.0000	4.7	10.8	23,612	.0084	1,817	5,024	22,945	.0135		3,475	1,786	928	5,820	645	.0105	117
Miles City		10.8	.0066	3.5		18,523			5,292	21,636	.0127	30	3,331	1,412	928	5,336	645	.0088	183
Daniels		3.5	.0021	1.0		3,571	.0014	1.020	3,571	4,940	.0029	4,946	1,192	130	210	585	187	.0020	95
Dawson		9.6	.0050	3.0		15,906	.0064	1,657	5,302	14,033	.0082		2,142	1,367	886	2,100	205	.0068	118
Deer Lodge	183	17.9	.0110	4.8	13.0	28,106	.0111	1,570	5,730	13,298	.0078	2,714	4,236	1,133	482	2,883	198	.0101	92
△Anaconda See Butte- Anaconda		13.0	.0080	4.0		24,157	.0096	1,858	6,039	12,978	.0076		4,236	649	482	2,883	196	.0087	100
Fallon		3.6	.0023	1.0		5,391	.0022	1 484	5,381	8,100	.0030	5,106	1,224	85	287	1.052	101	.0025	100
Forgus		15.2				28,570			5.714	18,462	.0100	3,692	4.025	1,424	580	3,803	443	.0108	
Lewistown		7.4				13,487			5,864	15,928		.,	3,290	1,139	560	3,548	390	.0064	130
Flathead		33.8				48,839			4,400	41,402		3,730	8,554	4,210		7,302	1,000	.0212	
Kalispell		10.4	.0064	3.6	110	16,990	.0068	1,634	4,719	29,327	.0172		5,157	3,544	1,283	6,561	723	.0008	153
Gallatin		22.9	.0141	7.2	11.3	39,111	.0156	1.70	5,432	28,757	.0160	3,994	5,609	2,131	836	8,390	550	.0157	111
Boseman		11.3	.0070	3.4		21,300	.0085	1.890	6,282	21,782	.0128		4,278	1,961	484	4,600	386	.0095	136
Garfield		2.0	.0012	.7		2,829	.0011	1,418	4,041	1,627		2,324	540	38	37	158	19	.0010	83
Glacier		10.1	.0082	2.1	4.0	14,532	.0058	1,431	5,011	12,025	.0071	4,147	2,882	869	136	2,717	303	.0063	102
Golden Valley		1.4	.0006	.4		1,903	.0008	1,424	4,983	500	.0003	1,465	146	59		- 1	- 41	.0007	78
Granite		2.7		1.0		3,832	.0015	1,419	3,832	2,974	.0018	2,874	814	40	41	853	84	.0018	94
Hill		14.0		4.7		24,521	.0088	1,000	5,217	17,482	.0102	3,713	3,854	3,093		3,518	47	.0097	
Havre		8.9	.0068	2.6		16,586	.0066	1,864	5,719	15,222	.0090		8,191	2,656	808	3,299	47	.0071	129
Jefterson		4.0	.0025	1.0		3,818	.0018	955	3,818	2,740	.0017	2,740	682	308	129	834	98	.0010	72
Judith Basin		3.3				8,539			7,286	3,143	.0018	3,492	841			995	41	.0022	
Lake		13.5				13,672	.0056	984	3,180	11,367	_0067	2,641	2,870	1,664		2,188	286	.0065	
Lewis and Clark.		26.5				50,677			5,631	32,161	.0188	3,573	7,581	3,122		7,623	776	.0190	
Helena		18.5				35,884			5,883	29,138			6,658	2,496		7,200	672	.0146	
Liberty		1.1				3,855			9,638	2,500			392	180		534	19	.0018	
Lincoln		9.8	.0000	3.1	11	12,620	.0050	1,200	4,071	7,170	.0042	2,315	2,452	955	148	1,379	220	.0049	82



MC	N	T	A	N	A	_	((Continue	d)
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-		POPULA ES 1/	ATION STIMATI	ES	ANTA I	TIVE B	E				0		L SALES	1954			ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	eg.	Fami-	Urban-	Net	07	Per	Per	Deliara		Coun-	(ir	FIVE ST	ORE GRO			Buying	Oua
		(thou- sands)	of U.S.A.	lies (thou- sands)	Population (thou- sands)	Dellars (add 000)	U.S.A.	Capita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- des
McCone		6.1	.0037	. 1.8		9,322	.0037	1,528	5,179	3,356	.0020	1,884	587	96	60	675	33	.0032	86
Madison		4.6	.0029	1.5		6,320	.0025	1,374	4,213	3,391	.0020	2,261	731	222	80	804	137	.0025	36
Meagher		2.1	.0013	.8		2,866	.0012	1,300	3,623	1,811	.0000	1,000	218	33	THE B	178	19	.0011	96
Mineral		2.0	.0012	.0		2,784	.0011	1,392	4,540	1,618	.0000	2,697	436	101	34	147	39	.0010	81
Missoula		38.1	.0234	12.4	24.8	82,648	.0249	1,644	5,062	44,986	.0264	3,626	10,067	3,139	1,787	12,214	1,718	.0251	107
Missoula		23.2	.0140	7.1		42,444	.0169	1,829	5,978	40,951	.0241		8,093	2,092	1,617	11,343	1,718	.0185	129
Musacishell		5.4	.0033	1.9	2.9	8,881	.0026	1,845	4,674	5,472	.0033	2,886	1,373	228	392	1,238	160	.0034	101
Park		12.6	.0078	4.2	8.1	20,880	.0083	1,680	4,974	18,825	.0099	4,008	3,698	1,074	385	3,321	487	.0087	112
Livingston		8.1	.0050	2.5		14,119	.0056	1,748	5,648	14,256	.0084		2,998	750	385	8,321	416	.0063	126
Petroleum		.9	.0008	.3		1,532	.0006	1,702	5,107	587	.0003	1,990	211		1177	64	15	.0005	81
Phillips		5.9	.0038	2.1		7,860	.0031	1,334	3,747	8,472	.0038	3,002	1,307	640	101	1,528	156	.0034	94
Pendera		6.4	.0039	1.8		13,914	.0056	2,174	7,730	9,254	.0055	8,141	1,309	1,207	90	1,332	258	.0053	136
Powder River		2.9	.0018	1.0		4,831	.0019	1,666	4,831	1,290	.0007	1,290	340	124	49	250	21	.0015	83
Powall		0.3	.0039	1.8	3.8	8,838	.0035	1,403	4.910	5,324	.0032	2,968	1,848	295	97	1,154	62	.0035	90

O SM, 1955.

Before using these figures, see explanation page 11

TV SALES AREA—10 WESTERN MONTANA COUNTIES

Flathead Lake Sanders Mineral Ravalli Granite Powell Missoula Lincoln Deer Lodge

Over 140,000 People—Over \$150,000,000 Retail Sales

60,000 Watts of Power from Montana's Highest Tower

MISSOULA

CBS_KGVO-TV

MONTANA

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Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

DON'T OVERLOOK BILLINGS, MONTANA

Firms interested in industrial expansion or relocation will find excellent industrial sites . . . Complete rail, air, and highway transportation facilities . . . ample water, power, gas supplies . . . adequate labor market, good schools and churches. All inquiries treated confidentially. Your further investigation solicited.

BILLINGS

CHAMBER OF COMMERCE
P. O. Box 2099 Billings, Mont.

		•	POPULA ES 1/1	TION TIMATE /55	s	ALUTA I	TIVE B	E				O O		SALES	1954			SALES ADVER INC CONTR	TIB-
COUNTIES	Metro- politan Area	Total	%	Fami-	Urban- ized	Not	%	Per	Per	Dellare	*	Coun-			TORE GR			Buying	Que
		(thou- sands)	U.S.A.	lies (theu- sands)	Population (thou-sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ity	(add 600)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radie	Auto- motive	Drug	Power	ity in- de:
Prairie		2.4	.0015	.8	2.6	3,448 14,521			4,310	2,305 10,811	.0013	2,881	545 2,583	36	34 840	152	20	.0014	
Richland		10.5	.0085	3.2	2.6 4.1	12,264			30833	14,732	.0086	2,514 4,804	2,947	1,186	397	4,415	348	.0064	1
Rossevelt		10.0	.0061	3.0	2.7	11,779			3,926	15,566	.0092	5,189	2,772	1,262	418	2,084	415	.0064	10
Rosebud		6.5		1.8	****	8,545			4,747	5,568	.0033	3,092	1,319	499	96	1,026	160	.0035	1
Banders		7.1	.0044	2.5	****	8,205	.0033	1,150	3,282	4,409	.0025	1,784	1,068	1,154	120	306	160	.0032	1
Sheridan	183	6.5 52.9		1.8	1.00000	8,546 91,954			4,748	8,774 81,851	.0082	4,874 3,240	1,778	632 5,567	83 3,322	1,696 13,209	187	.0041	
△Butto-	000												40.000			900	4 400	4400	
Anaconds △Butte		48.6 35.6		18.0		89,851 65,094			5,578	69,187 56,212	.0407	3.172	18,866 14,630	5,011	8,804 8,322	16,008	1,808	.0360	
Stillwater		4.1		1.0		6,544			4,000	4,999	.0028	2,937	880	282	82	302	201	,0027	
Sweet Grass		3.7	.0022	1.1		5,596	.0023	1.611	5,089	4,675	.0027	4,250	812	339	89	287	24	.0024	1 10
Teton		7.2		2.4		11,022	- 000000		4,593	9,443	.0056		1,539	679	228	2,025	271	.0048	
Foole		7.0	.0043	2.1	3.1	14,248	.0056	2,035	8,784	0,148	.0054	4,356	1,668	717	403	1,837	200	.0063	11
Treasure		1.4	.0008	.4		2,317	.0006	1,65	5,793	1,447	.0008	3,618	237	147		86	37	.0000	11
Valley		10.8		3.1		15,641			4,740	11,347	.0067	3,438	2,257	810	231	3,111	322	.0068	
Wheatland		3.4	.0021	1.1	****	8,477	.0022	1,61	4,979	4,051	.0024	3,683	817	82	54	1,183	22	.0021	10
Wibaux		1.1		.4		2,280			5,850	1,694	.0010	4,235	572	1564	88	379	39	.0010	0 1
Yellowatone	. 177	66.2		21.8		117,906			5,384	90,223		4,120	16,533	6,422		20,802		.0478	-
△Billings	_	40.9	.0252	13.3		82,249	.0328	2,01	6,184	76,335	.0449		19,882	8,470	4,760	19,248	2,272	.0349	9 . 12
Total Above Citie	8	231.9	.1428	74.6		438,467	.1747	1,89	5,878	406,251	.2386		83,022	36,154	20,310	95,836	9,902	.1878	5 13
State Total		825.4	.3847	201.6	287.1	1,003,162	.300	1,60	4,976	728,995	.4287	3,618	158,485	63,429	28,008	184,863	17,249	.4051	1 10
									M	TNC	AN	A -	- SH	Met	ropoli	tan C	Count	y Ar	ea
△Bittings	. 177	68.2		21.6	1	117,905			1 5,384	90,22			16,533	8,422		20,882			
△Butte-Anacond △Great Falls	183	70.0 59.0		19.7		120,060			5,023 15,842	74,841			20,998 15,688	6,700 9,898		18,092 15,921			
Total of Areas		198.1	.1211	85.8	144.1	353,081	.140	1,78	3 5,390	242,971	.142	3,710	53,217	22,720	13,622	62,818	5,546	.1374	4 11
9.10	0.00	HX YC	1 Y 11/	M	ON	TAI	NA		5%	D Inc	ome	Brea	kdow	n of C	onsur	ner Sc	endi	ng U	nit
100		in-		NET	INCOM	E GROUPS	, 1954		918			1	In-			COME GR			
COUNTIES	Total Con-	per .	** ** **						_		UNTIES	Tota Con-	per						
CITIES	Sumer Units (thous.)	Con- sumer Unit	\$0-2,49 % I Units of	76 g	500-3,91 % In- its com	8 1	%	000 & C	%		ITIES	unit (thou	sumer	\$6-2,45 % i Units co	% P- 9%	% In-	% In- nits com	95	5 fn
Beaverhead	2.7	3,440	44.9 1	.9 29	.5 27.	17.1 2	8.1 8	.5 2	8.1	Chou	teau	. 2.	6,397	26.2	.6 23.8	12.1 2	2.6 18.	8 27.4	- 63
Big Horn	2.8	3,949		2.2	.2 23.				5.9		r				.2 23.8		1.1 38.		
Blaine	1.0	3,721 4,159	-	1.3 29					8.8		City				0.0 22.8		37. 0.7 29.		
Carbon	3.2	3,430		3.9 28					2.3		on				.0 24.5		3.8 37.		37
Carter	18	4,010	37.7 1	2.9 34	.6 28.	2 13.6 1	7.7 14		1.2	Deer	Lodge	. 5.			.8 21.4		8.5 50.	2 2200	23
Cascade	52.9	5.031	25.9	7.1 21	.6 14.	8 35.5 3	7.8 16	.0 4	1.1	Anne	onda	4.	4,963	19.3	3.3 20.7	13.6 41	8.0 80.	5 13.0	38
Great Falls	17.1		24.7	3.6 21		87.7 3			1.4		n			31.4	.9 27.2	20.8 27	7.8 32.	9 14.1	38

MONTANA — Income Breakdown of Consumer Spending Units — (Continued)

	Total	In-			ET IN	COME	anou	P8, 19	54	History	ed turcings	Total	in-		N	ET IN	OME	GROU	PS, 195	4	
COUNTIES	Con- sumer Units (theus.)	por Con- aumor Unit 8	\$0-2 % Units	% In- come	\$2,500 % Units	%	\$4,000 % Unite	-6,909 % (n- come	\$7,000 % Units	& Over % In- come	COUNTIES	Con- sumor Units (thous.)	per Con- sumer Unit \$	\$0-2 % Units	,490 % fn- come	\$2,500 Units	3,900 % in- come	*	-6,999 % lin- come	\$7,000 A Winite	% In-
Forgus	5.6	5,068	30.1	8.2	25.8	16.6	27.7	28.5	18.4	48.7	Phillips	2.1	3,705	43.0	15.9	22.2	19.6	24.8	35.0	10.0	29.5
Lewistown	2.9	4,616	31.9	9.5	26.0	18.4	28.5	32.2	13.6	30.9	Pendera	2.2	6,220	25.2	5.6	22.1	11.6	29.1	24.4	23.6	58.4
Flathead	11.4	4,288	29.6	9.5	26.1	20.0	34.1	41.7	10.2	28.8	Powder River	1.0	4,880	34.9	9.8	19.7	13.2	24.0	25.7	21.4	51.3
Kalispell	8.8	4,478	30.8	9.4	28.3	17.0	34.7	40.5	11.3	33.1	Powell	2.0	4,339	28.4	8.9	23.1	17.4	37.5	45.2	11.0	28.5
Gallatin	9.2	4,231	36.3	11.7	23.0	17.7	28.6	35.4	12.1	35.2	Prairio	.8	4,392	32.4	10.1	23.9	17.8	31.1	38.9	12.6	35.2
Boseman	8.2	4,141	40.2	13.3	20.4	16.0	27.6	34.9	11.8	36.8	100000000000000000000000000000000000000	122. 10		-		-					
Garfield	.7	4.030	48.8	16.6	22.5	18.2	13.2	17.2	15.5	40.0	Flavalli	4.4	3,320	41.8	17.3	31.6	31.0	20.1	31.6	6.5	20.1
Glacier	3.2	4.524	29.0	9.1	22.4	16.1	35.1	40.5	12.6	34.3	Richland	3.1	3,970	34.8	12.0	29.3	24.0	24.0	31.5	11.9	32.5
Goldon Valley	.4	4,439	37.8	11.7	24.7	18.2	21.2	24.8	16.3	45.3	Receivelt	2.9	4,079	37.1	12.5	25.0	20.0	25.0	32.0	12.9	35.5
Granite	1.0	3.942	38.3	11.6	27.3	22.6	29.6	39.2	9.8	26.6	Rosebud	2.2	3,865	41.2	14.6	24.0	20.3	28.4	31.7	11.4	33.4
	-				1				1		Sandera	2.4	3,389	39.5	16.0	30.9	29.8	23.0	35.4	6.6	18.8
HM	4.8	5,111	31.3	8.4	20.6	13.2	30.4	31.1	17.7	47.3	Sheridan	2.1	4,001	36.7	12.3	26.4	21.0	24.7	31.6	12.2	35.1
Havre		5,216	29.6	7.8	19.3	12.1	32.9		18.2	47.2	Silver Bow	20.8	4,472	28.0	8.6	31.6	15.8	39.8	48.5	10.5	29.1
Jofferson	1.1	3,548	44.4	17.2	27.8	25.3	18.5		9.6	20.3	Butte	14.7	4,428	29.1	9.0	21.6	18.0	38.8	45.7	10.5	29.3
Judith Basin	1.1	5,756	29.8	7.1	24.4	13.8	23.0		22.5	56.2	Stillwater	1.6	3,981	39.8	13.7	26.2	21.4	22.2	29.2	11.8	35.7
Lake	4.4	3,117	46.7	20.5	30.2	31.6	17.4		5.7	18.7	Sweet Gram		3,990	37.1	12.8	28.7	23.4	21.6	28.3	12.6	35.5
Lowis & Clark.	10.1	5,038	27.6	7.5	21.2	13.8	34.6		16.6		Teton		4,773	31.5	9.0	27.1	18.5	23.1	25.3	18.3	47.2
Helena	7.0	8,114	25.8	6.9	21.5	13.7	35.6		17.1			-	1	-	1000	1		1			
Liberty	.7	5,784	25.9	6.2	22.4	12.7	28.4		22.3		Toolo	2.5	5.611	22.5	5.5	20.0	11.6	38.1	35.5	19.4	47.4
Lincoln	3.3	3,868	33.9		23.3	19.6	33.7	45.8	9.1	22.8	Treasure		5,735	23.8	5.7	26.2	14.9	32.2	29.3	17.8	50.1
McCone		4,624	33.6		24.6	17.3	21.3		20.5		Valley		4.547	30.3	9.1	25.6	18.3	30.7	35.4	13.4	37.2
Madison	1.7	3,749	36.0		30.9	28.9	24.0		9.1		Wheatland		4,326	32.2	10.2	27.9	21.0	24.6	29.8	15.3	39.0
Meagher		3,312	40.8		34.7	34.2	17.3		7.7		Wibaux		3,870	36.1	12.8	27.9	23.5	24.5	33.1	11.8	30.6
	1	0,010	1						1		Yellowstons	22.8	5,182	24.0	8.3	22.8	14.4	36.9	37.2	16.3	42.1
Mineral	.7	3,798	30.5	11.0	28.8	24.7	33.2	48.7	7.5	18.6	Billings	15.5	5,292	24.2	8.3	22.5	13.9	35.8	35.3	17.5	44.5
Missoula	15.0	4,184	35.4		24.2		29.7		10.7				-	-		-	3 11				
Missoula	10.2	4.183	37.9		22.7	17.8	28.4		11.0		Total Above					1					
Musselshell	1.9	4,621	30.3		23.9		32.2		13.6		Cities	. 91.5	4,790	28.4	8.1	21.9	14.9	35.6	38.9	14.1	38.1
Park	4.6	4.579	27.8		25.4		35.4		11.7			-	-	-						-	
Livingston	3.1	4.620	25.4	7.5	24.1	17.0					State Tetal	. 221.5	4.529	31.5	9.4	24.1	17.4	31.5	36.3	13.2	36.
Petroleum,	.4	4,303	10000		1				1			1	1	1				1			

NEBRASKA — Counties and Cities — (Other West North Central States: Iowa, Kansas, Missouri, North Dakota, South Dakota)

e	thous.)	F	GM	FHR	A	D	City	County	(in thous.)	FI	GM I	FHR	AI	D
e	8.7	0.0					City	Councy	1	-	Om	4 45.44		23
		23	5	6	10	3	Lincoln	Lancaster	108.2	208	18	44	53	35
*******	12.3	34	6	14	18	9	McCook	Redwillow	8.5	20	5	8	15	4
	9.6	26	8	10	13	6	Nebraska City	Otoe	7.0	23	6	7	11	-
	6.4	21	4	5	13	4	Norfolk	Madison,	11.7		8	17	14	- 1
on	6.2	15	4	8	14	3	North Platte	Lincoln	17.0		6	11	19	- 1
	16.7	49	8	12	19	4	Omaha	Douglas	265.1		58	116		115
	28.2	69	8	20	32	7	Scottsbluff	Scotts Bluff	13.6		9	17	22	(
	22.5	46	10	13	29	12	Sidney	Cheyenne	7.3	17	4	7	10	
	12.7	42	8	11	23	4	York	York	6.5	15	5	12	14	3
	6.0	15	4	4	6	3	1			-				
C	on	6.4 on 6.2 16.7 28.2 22.5 12.7	6.4 21 6.2 15 16.7 49 28.2 69 22.5 46 12.7 42	6.4 21 4 00 6.2 15 4 16.7 49 8 28.2 69 8 22.5 46 10 12.7 42 8	6.4 21 4 5 pn. 6.2 15 4 8 16.7 49 8 12 28.2 69 8 20 22.5 46 10 13 12.7 42 8 11	6.4 21 4 5 13 bn. 6.2 15 4 8 14 16.7 49 8 12 19 28.2 69 8 20 32 22.5 46 10 13 29 12.7 42 8 11 23	6.4 21 4 5 13 4 bn. 6.2 15 4 8 14 3 16.7 49 8 12 19 4 28.2 69 8 20 32 7 22.5 46 10 13 29 12 12.7 42 8 11 23 4	6.4 21 4 5 13 4 Norfolk bn. 6.2 15 4 8 14 3 North Platte 16.7 49 8 12 19 4 Omaha 28.2 69 8 20 32 7 Scottsbluff 22.5 46 10 13 29 12 Sidney 12.7 42 8 11 23 4 York	6.4 21 4 5 13 4 Norfolk Madison	Columbia Columbia	1.	6.4 21 4 5 13 4 Norfolk Madison 11.7 40 8 n 6.2 15 4 8 14 3 North Platte Lincoln 17.0 36 6 16.7 49 8 12 19 4 Omaha. Douglas 265.1 585 58 28.2 69 8 20 32 7 Scottsbluff Scotts Bluff 13.6 48 9 22.5 46 10 13 29 12 Sidney Cheyenne 7.3 17 4 12.7 42 8 11 23 4 York York 6.5 15 5	11.7 40 8 17	1. 1. 1. 1. 1. 1. 1. 1.

KHOL-TV NEBRASKA'S NUMBER TWO BUY-PICKING UP WHERE OMAHA LEAVES OFF

Unduplicated TV coverage of this rich captive market

- . 30% of Nebraska's Entire Farm Market
- 128,000 Families with 1/2 Billion Dollars to Spend

High per capita income based on irrigated farming, ranching, light industry, waterpower.





SUMMARY OF KHOL-TV's 38 COUNTY MARKET*

	Popul	ation .				403,300
	No. o	f Home	es			128,300
	Effec.	Buying	g l	nco	me	\$505,153,000
į	Refail	Sales				\$483,682,000
		query.			* 4	\$ 96,362,000
	THE COLUMN	Mdse.		0	2 4	\$ 37,337,000
	-					\$99,688,000
						\$ 12,658,000
	Farm	Incom	e .		8-6	\$425,257,000

* S.M. Estimate

Surveys* Prove KMTV is Omaha's Top TV Station!

2-Billion-Dollar Market - 300,000 TV Sets



MAXIMUM POWER CBS-TV ABC-TV DUMONT

Represented by Edward Petry & Company, Inc.

Again-again-and-again, Hooper, Pulse and ARB surveys in 1954 gave KMTV a big audience leadership in the Omaha area. KMTV has 8 of the top 10 weekly shows... Omaha's most popular multi-weekly program and locally-produced show... and a larger share of audience in most time classifications.

No wonder KMTV has 22% more national spot advertisers (see last quarter 1954 Rorabaugh Report) and more local clients than Omaha's second station. To reach this BIG MARKET of over 65% of all the people in Nebraska and almost ¾ of a million Iowa citizens... place your message on KMTV.

You will profit from KMTV's regional popularity leadership in the Omaha market. Contact KMTV or your Petry representative today.

*Ratings are 1954 yearly average of surveys.

*Ratings are 1954 yearly average of surveys.

TELEVISION CENTER

CHANNEL 3 Omaha, Nebr.

MAY BROADCASTING CO.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEBRASKA - (Continued)

		O O		TION TIMATE /55	8	AUTA!	TIVE BI					0	777	SALES	-1954			ADVER INC CONTR	TIS-
COUNTIES	Metre- politan Area	Total	%	Fami-	Urban-	Net	QL.	Per	Per	Dellara		Coun-	(îr	FIVE ST	ORE GRO			Buying	Qual-
		(thou- sands)	U.S.A.	lies (thou- eands)	Population (thou- sands)	Dollars (add 000)	u.s.A.	Cap- ita	Fam- liy	(add 900)	U.S.A.	ty Salos Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dox
Adams		31.4	.0193	9.2	22.5	41,387			4,496	44,814	.0263	4,849	6,760	5,961	1,773	16,141	1,370	.0200	104
Hastings		22.5	.0138	7.2		32,414	.0129	1,441	4,502	40,588	.0239		6,205	5,061	1,773	16,141	1,232	.0164	119
Antelope		11.3	.0070	3.5		12,282	.0049	1,067	3,500	12,345	.0072		2,155	812	463	2,545	228	,0000	86
Arthur		.9	.0005	.2	****	1,325	.0005	1,472	6,625	280	.0002	1,400	78					.0004	80
Banner		1.3	.0008	.4		2,302	.0009	1,771	5,755	36		88	11					.0006	78
Blaine		1.2	.0008	.3		1,829	.0007	1,524	6.097	784	.0005	2,613	108	94		86	18	.0007	88
Beone		10.6	,0065	3.2		10,527	.0042	993	8,290	9,916	.0058	3,000	1,560	991	388	1,994	206	,0051	78
Bex Butte		14.2	.0087	4.1	8.7	22,133	.0088	1,859	5,398	19,519	.0115	4.761	3,855	1.817	748	4,145	382	.0096	110
Alliance		8.7	.0054	2.6		13,732	.0055	1,578	5,282	16,412	.0097	-	3,286	1,515	639	3,767	265	.0067	124
Boyd		4.5	.0028	1.4		4,617	.0019	1,026	3,298	4,703	.0027	3,359	976	128	30	802	95	.0023	82
Brown		4.9	.0630	1.4		6,609	.0026	1,349	4,721	8,334	.0049	5,953	1,425	444	197	1,070	107	.0034	
Buffale		26.2	.0161	8.3	12.7	34,828	.0138	1.322	4,172	34.807	.0204	4,170	6,279	3,610	2,372	7,625	919	.0182	101
Kearney		12.7	.0078	3.9		18,718			4.799	25,240	.0148	-	4.044	3,410	2,029	6,110	526	.0098	1000
Burt		11.4	.0070	3.4		14,887	.0059	1,306	4,379	12,675	.0074	3,728	2,776	389	754	1,900	343	.0088	94
Butler		11.2	.0000	3.7		10,892	.0044	973	2,944	8,042	.0054	2,444	1,772	712	280	1,143	252	.0052	78
Cass		16.7	.0163	8.3	5.1	20,871	.0083	1,256	3,957	13,315	.0078	2,512	2,930	241	256	2,328	422	.0086	83
Gedar		13.7	.0084	3.7		14,892	.0060	1,087	4,026	12,422	.0073	3,357	2,226	1,045	132	1,862	392	.0068	81
Chase		5.1	.0032	1.6	****	6,700	.0026	1,315	4,193	7,606	.0045	4,754	1,300	380	284	2,313	148	.0033	103
Cherry		8.1	.0048	2.5	2.7	10,813	.0043	1.335	4,326	11,477	.0067	4,581	1,056	842	1,040	2,486	250	.0062	106
Cheyenne		14.0	.0087	4.2	7.3	25,515	.0102	1,823	6,075	18,124	.0107	4,315	3,418	1,230	852	4,451	486	.0100	115
Sidney		7.3	.0048	2.0		14,650	.0058	2,007	7,328	13,941	.0082		2,615	819	664	3,709	338	.0063	140
Ctay		8.5	.0052	2.0	****	9,289	.0037	1,003	3,203	6,327	.0037	2,182	1,577	199	221	883	137	.0040	77
Colfax		10.4	.0064	3.3	3.0	14,272	.0057	1,372	4.325	15,920	,0094	4,824	2,548	1,212	404	2,908	261	.0070	100
Cuming		13.3	.0082	3.8	2.8	15,378	.0061	1,156	4,046	16,128	.0095	4,244	2,407	1,661	801	2,253	384	.0075	91
Cueter		18.4	.0113	5.8	3.3	21,805	.0087	1,185	3,759	18,308	.0107	3,157	3,903	1,711	1,162	2,843	585	.0000	87
Daketa		10.9	.0067	3.1	5.9	13,267	.0053	1.217	4,280	11,143	.0066	3,595	2,665	338	203	515	288	.0000	90
Dawes		10.8		2.0		14,578			5.026	12,903			2,748	845	519	3,122	277	,0064	
Dawson		20.4	.0126	6.5	11.7	29,445			4,630	34,371	.0202		5,343	2,323	1,062	9,863	794	.0144	114
Lexington		6.0	.0037	1.7		9,351			5,801	13,353	.0079	1	2,001	1,075	800	3,164	417	.0050	
Douel		3.3	.0020	1.0		8,573	.0022	1,689	5,573	5,976	.0035	5,976	836	420	125	1,291	147	.8026	130
Dixon		9.0	.0088	2.8		9,328	.0037	1,036	3,331	8,226			1,849	280	182	1,328	187	.0044	80
Dodge		29.4	.0181	9.4	18.7	46,791	.0183	1,558	4,871	42,199	.0248	4,489	8,180	3,901	2,032	7,690	792	.0202	112
Fremont		16.7	.0108	5.4		30,886	.0123	1,849	5,720	29,875	.0176		6,117	3,087	1,535	6,723	850	.0188	131
Douglas	103	302.7	.1862	92.9	287.0	530,829	.2113	1.754	5,714	396.527	.2333	4,268	79.978	46.677	26,402	92,607	13,286	.2128	114

O SM, 1965.

Radio WOW OMAHA Ratings are 2 TIMES station B ... 3 TIMES station C!

12 MONTH AVERAGE

6 A.M. - Midnite (Monday thru Friday)

Radio WOW 207

Station B ... 101 . Station C ... 65

(Station C does not broadcast entire period ... average on-the-air rating taken to adjust)

*Regional Pulse Reports March and Nevember 1954

Contact your Blair Rep. or Bill Wiseman for the best buy in the Omaha Area that will SELL your product. Regional Radio

WOW

590 ke • 5,000 WATTS • NBC & CBS Affiliated with "Batter Homes & Sandens," and "Successful Farming," Magazine

NEBRASKA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		0	POPULA ES /1	TIMATI	ES	COUR	TIVE B	E	-			0	2777	L SALES	-1954			SALES ADVER INC CONTR	ITIS-
COUNTIES	Metru- politan Area	Total	07_	Fami-	Urban- ized	Net	OJ.	Per	Per	Dollars	ar.	Coun-	(le		TORE GRO			Buying	Ouni
		(thou- eands)	U.S.A.	fies (thou- sands)	Population (thousands)	Dollars (add 006)	of U.S.A.	Gap- Ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Milse.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- dex
▲Omaha		265.1	.1631	80.3		475,528	.1894	1,794	5,922	383,110	.2253		77,685	45,119	26,402	92,535	13,141	.1949	119
Dundy		4.1	.0028	1.2		4,909	.0020	1,197	4,001	8,343	.0037	5,286	901	333	62	1,025	45	.0027	104
Fillmere		9.4	.0067	3.1		10,297	.0041	1,095	3,322	8,998	.0041	2,284	1,847	361	106	809	304	.0044	77
Franklin		6.9	.0043	2.4		7,267	.0029	1,053	3,028	7,723	.0045	3,218	1,708	200	248	372	173	.0037	88
Frontier		4.7	.0029	1.3		5,633	.0022	1,199	4,333	3,193	.0019	2,458	485	375	105	679	38	.0022	76
Furnas		9.1	.0056	3.2	****	10,645	.0043	1,170	3,327	10,822	.0064	3,382	2,401	74	450	1,907	321	.0052	93
Ongo		28.4	.0174	8.6	12.3	36,161	.0144	1.273	4,206	29,803	.0100	3,349	6,020	2,186	1,500	7,232	1,004	.0157	90
Beatrice		12.3	.0076	4.0		18,896		1.536		21,861	.0129		4,312	1,864	1,339	6,501	668	.0091	120
Garden		3.7	.0023	1.1		4,915		1,328		3,438	.0020	3,125	919	178	65	863	102	.0021	91
Garfield		3.2	.0020	.9		3,488	.0014	1,090	3,876	3,507	.0021	3,897	026	143	199	599	44	.0017	85
Gosper		2.3	.0014	.7		2,967	.0012	1,296	4.224	1,900	.0011	2,714	244	49		295	38	.9012	36
Grant		1.1	.0007	.2		1,726	.0007	1,500	8,630	1,074	.0006	5,370	291	38		97	15	.0007	100
Greeley		5.4	.0033	1.8	****	5,413	.0021	1,002	3,600	5,115	.0031	3,410	946	112	275	739	198	.0026	79
Hall		34.8	.0214	10.9	28.2	52,497	.0200	1,509	4.816	44,957	.0264	4,125	9,070	5,017	2,110	10,192	1,115	.0227	106
Grand Island		28.2	.0173	8.9		44,353	.0177	1.578	4.983	41,194	.0242		8,221	4,459	1,919	9,655	1,043	.0196	113
Hamilton		8.8	.0063	2.9		11,070	.0044	1.287	3,817	7,441	.0044	2,586	1,896	174	496	1,131	142	.0045	85
Hurlan		7.3	.0046	2.3	****	10,628	.0043	1,456	4,621	0,903	.0040	3,001	1,562	499	292	1,420	129	.8043	96
Hayes		2.4	.0015	.8		3,704	.0014	1,543	4,630	575	.0004	719	26		56	231		.0011	73
Hitchcock		6.1	.0037	1.0		7,781	.0031	1,278	4,095	5,587	.0033	2,941	838	550	202	1,278	192	.0033	89
Holt		14.7	.0001	4.2	3.1	13,913	.0066	946	3,313	16,116	.0064	3,837	2,830	993	426	3,554	337	.6074	81
Hooker		1.3	.0008	.3		1,308	.0005	1,875	4,660	2,067	.0013	6,800	101	547	2 - 1	549	10	.0008	100
Howard		6.8	.0041	2.2		7,802	.0031	1,147	3,546	8,754	.0033	2,615	1,220	295	281	526	131	.0034	83
Jofferson		13.0	.0000	4.2	8.4	15,920	.0064	1,225	3,790	14,656	.0087	3,490	2,833	1,718	873	2,859	381	.0074	93
Fairbury		6.4	.0039	2.8		9,726	.0039	1,520	4,220	11,469	.0067		2,122	1,518	727	2,649	277	.0047	121

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

THESE FACTS ABOUT WOW-TV OMAHA

COVERAGE — 100,000 Watts (Max. Power) covering 51 counties in Nebraska, lowa, Missouri and Kansas.

MARKET - Over 400,000 families with 2 billion dollars to spend.

PROGRAM RESPONSE — 7,851 LETTERS in TWO WEEKS were received by Connie Cook of "Connie's Cupboard" when she asked viewers to send in the name of their favorite grocer.

3,300 get-well cards were sent to "Uncle Tom" Chase of "Trail Time" (a children's show) when he was in the hospital recently.

Ask your BLAIR-TV man or write Fred Ebener, Sales Manager, WOW-TV for spot program availabilities.



WOW TV

OMANA—CHANNEL O
MAXIMUM POWER - A MEREDITH STATION - CBS-TV - NBCAdditional with "Sensor Homes & Gerdons" and
"Successive Farming" Magazines



Omaha World-Herald

O'MARA & ORMSBEE, National Representatives New York, Chicago, Detroit, Los Angeles, San Francisco

Read by 3 out of 5 families in Nebraska and Western lowa 251,139 DAILY 261,246 SUNDAY

GET THE ACTIVE SALES & ADVERTISING SUPPORT OF KEY RETAILERS IN NEBRASKA AND WESTERN IOWA

103 Plan gets local level support for your product by every key retailer in the 103-county World-Herald market!

In Omaha, World-Herald representatives personally contact every advertising retailer in your distribution classification. Each outlet is sold on the dollars and cents benefits of your campaign in The World-Herald and the retailer is urged to run tie-in material in his own advertising.

In outstate Nebraska and Western Iowa, a personalized mailing piece, pointing out the impact of your program in each local area, reaches every key outlet. Your tie-in material, sales helps and other material can also be included. Throughout the 2-state area, 103 Plan delivers the extra push needed to get your product active sales and advertising support and feature preference display during your cam-

103 Plan assures your salesmen of getting an attentive audience from the retailers whose buying decisions place your product before 11/2 million consumers. Advance selling and alerting of these outlets through 103 Plan turns "cold" calls into mutual action meetings and produces better sales results for advertiser and retailer. World-Herald 103 Plan generates enthusiasm all down the line. From businessman to consumer, World-Herald coverage creates impact for your campaign. Get the details from your nearest O'Mara and Ormsbee office or write the national advertising department of The World-Herald to find how 103 Plan can specifically help you sell this 2 Billion Dollar market.

Your Sales Message into 3 out of 5 Homes in the 103-County Area

Readership is only one reason for the success of World-Herald advertisers. World-Herald coverage in metropolitan Omaha is 100%. In Nebraska and Western Iowa, 3 out of every 5 homes are World - Herald readers. Throughout the 2 Billion Dollar World - Herald market your advertising creates douple response.

Herald.

Split Run Feature in 103 Plan Lets You Test, or Key Your Copy for Specific Appeals . . . Urban and Rural Areas
On a regional or geographical basis, The World-Herald can double the effectiveness of your advertising. If your product is automotive, applications. ble response.

Consumers (1½ million of them), rural or urban, respond to World-Herald stim-

Retailers, too, respond to the impact of World-Herald advertising. They've seen it in action for products. The've seen it spark state-wide pons, copy and other tes movements, such as the World-Herald "Soil Conser-peals.

The World-Herald Gets vation program." Your salesmen can be sure of getting an attentive and responsive audience from key retailers when you use The World-Herald.

product is automotive, appli-ance or belongs in any other classification that profits by using local dealer listings, the split run feature permits separate listings for the metro-

politan and outstate editions. Split run advertising is also available for checking cou-pons, copy and other testing

The World-Herald 103-County Market:*

POPULATION-1,591,000

93 Counties in Nebraska—10 counties in West-ern Iowa. These are the 103 counties that make up the big World-Herald market where 3 out of every 5 families are responsive readers of our paper.

BUYING POWER-\$2,276,174,000

In 1954 Omaha was ranked among the top 10 best business cities of the U.S. for 9 out of the 12 months of 1954. Omaha was in that group more often than any other city except New

FOOD SALES-\$356,000,000

World-Herald 103-county coverage and 103 Plan gets extra support for your promotion from grocers throughout the 2-state area. Headquarters for Safeway Midwest, and Hinky-Dinky stores, 449 key grocery outlets do better than 87% of food store sales.

GENERAL MERCHANDISE-\$170,706,000

Omaha is the home of Brandeis, largest department store in the Midwest. These and other great stores and aggressive smaller re-tailers get behind World-Herald advertising. Local retail lineage was up 3.6% in 1954.

FURNITURE, HOUSEHOLD GOODS AND RADIO-\$91,965,000

10,000 new homes since 1954. 179 new businesses since 1952. Wholesale sales up 39%. Employment up 29% over last year. Income and savings are at an all-time high. Omaha offers a great opportunity for sellers of furniture and household goods.

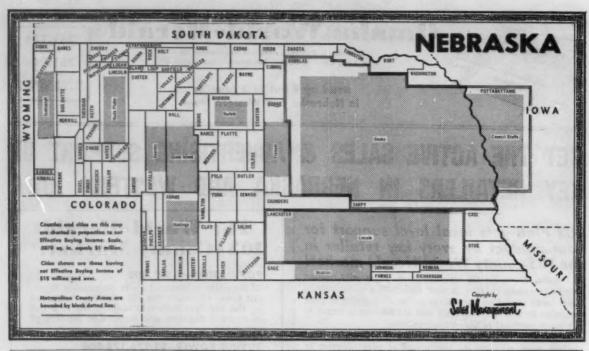
AUTOMOTIVE-\$383,428,000

The World-Herald market spends more for its automotive needs than the national average. Expanding population. Industrial and farm growth all point toward a fertile market for automotive products.

DRUG-\$50,637,000

Omaha is a unique drug market. No major chain dominates the area. Aggressive inde-pendents do an alert selling and merchandising job, and are in control of the market. To sell Omaha and outstate drug outlets, use the World-Herald and 103 Plan.

* Figures based on Sales Management 1955 Survey of Buying Power. ** Based on Rand McNally's Monthly Survey.



NEBRASKA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro			TION TIMATI	ES	COURS !	TIVE B					•		L SALES	-1954			SALES ADVER INC CONTR	TIS-
CITIES	politan Area	Total	Of.	Fami-	Urban- ized	Net	0%	Per	Per	Dellars	Q.	Geun-	(le		ORE GRO			Buying	Oual
		(thou- sands)	% of U.S.A.	lies (thou- eands)	Popu- lation (thou- sands)	Dollars (add 000)	% of U.S.A.	Gap- ita	Fam- ily	(sale) 000)	U.S.A.	Sales Por Fam- lly	Food	Ganeral Mdee.	Furn House- Radie	Auto- metivo	Drug	Power Index	ity in- dex
Johnson		7.1	:0044	2.4		8,086	.0032	1,136	3,361	7,389	.0043	3,079	1,423	280	255	1,897	201	.0038	86
Kearney		6.6	.0041	2.1		7,838	.0031	1,187	3,731	8,941	.0053	4,258	2,243	240	341	2,360	188	.0039	95
Keith		7.2	.9044	2.4	3.1	33,199	.0053	1,833	5,500	11,598	.0068	4,833	1,767	827	806	3,592	224	.0056	127
Keya Paha		1.9	.0012	A		1,013	.0007	954	4,533	1.047	.0006	2,618	309	190	100	. '	18	.0008	67
Klentall		4.7	.0029	1.3		9,357	.0037	1,991	7,198	6,781	.0840	5,216	1,282	380	331	1,854	172	.0036	128
Knex		14.7	.0090	4.1		18,787	.0075	1,278	4,300	15,834	.0093	3,002	2,436	922	506	4,360	446	.0083	92
Lancaster	00	120.3	.0789	40.8	111.4	225,756	.0000	1,700	5,533	157,008	.0924	3,850	26,130	28,702	6,253	26,983	5,512	.0885	112
▲Lincoln		108.2	.0666	35.0		202,607	.0807	1,873	5,789	147,564	.0868		24,246	23,483	5,852	26,660	5,428	.0797	120
Lincoln		29.1	.0178	8.5	17.0	44,045	.0176	1,514	4,949	39,258	.0231	4,411	8,654	3,790	2,084	7,888	1,043	.0192	107
North Platte		17.0	.0108	5.4	1	28,913	.0115	1,701	5,354	33,487	.0197		7,559	3,539	1,948	7,450	877	.0138	131
Logan		1.4	.0001	.4		1,788			4,470	994	.0004	1,735	203	35	30	bit. 111	18	.0007	7 78
Laug		1.4	.0006			1,432	.0000	1,033	3,550	684	.0004	1,660	110	70		113	19	.0001	75
McPherson			.0008			927	.0004	1.180	4,638	276	.0001	1,380	50	53	907 11	I THE STATE OF	1 6	.0001	A 60

A and A See end of state for SM Metropolitan County Areas.

CORNHUSKER

CAPITAL CITY

C SM, 1955.

Before using these figures, see explanation page 11.

RETAIL SALES ARE BOOMING in this *HIGH

LINCOLN, NEBRASKA

128,300 Metropolitan Area Population

*Lincoln has been listed consistently by Sales Management as one of the HIGH SPOT CITIES in the Nation.

Capital City of Nebraska and Home of the Cornhuskers—University of Nebraska.

Lancaster County is 1 of the 2 Standard U.S. Metropolitan Areas in Nebraska.

The 20-County Lincoln A.B.C. Market is a growing, strong, self-contained retail area served by the Journal and the Star.

LINCOLN EVENING JOURNAL

LINCOLN MORNING STAR SUNDAY JOURNAL AND STAR JANN & KELLEY, Inc.-National Representatives

POPULAR TEST MARKET



Is This "COVERAGE"?



YOU'RE HALF NAKED IN NEBRASKA COVERAGE IF YOU DON'T REACH LINCOLN-LAND -

- KOLN-TV, Lincoln, has 1000' tower, 316,000 watts is 75 miles from nearest TV station!
- KOLN-TV gives you 157,700 families with no · Class A or B Omaha signal!
- KOLN-TV gives you 125,000 homes unduplicated by any TV station!
- KOLN-TV is the only medium completely serving Lincoln-Land peoples' Buying Income of \$871,483,000!



The Felzer Stations

WKZO — KALAMAZOO

WKZO-TV — GRAND RAPIDS-KALAMAZOO

WJEF — GRAND RAPIDS-KALAMAZOO

WJEF-HM — GRAND RAPIDS-KALAMAZOO

KOLN — LINCOLN, NEBRASKA

KOLN-TV — LINCOLN, NEBRASKA

N-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 . 316,000 WATTS . LINCOLN, NEBRASKA



DUMONT

Avery-Knodel, Inc., Exclusive National Representatives

Morrill		SALES AND ADVERTIS- ING CONTROLS
Chesison		
Norrick 11.7 .0072 2.6 17,056 .0070 1,509 4,904 29,188 .0171 4,740 3,004 2,	Auto- metive Drug	Power ity index
Marris		
Nuchcils.	19 1,000 240 22 1,281 290 22 807 12	.0044 88
Nebraska City 7.0 .0043 2.3 9.926 .0040 1.418 4.316 11.879 .0070 2.333 1.561	13 1,562 15: 66 2,205 29	
Perkins.	58 3,607 47 87 2,529 31:	
Platis	44 725 110 96 1,498 14 13 3,560 32	8 .0032 187
Polit Polit		.0120 8
Richardsen 17.0 0104 5.8 8.2 23,333 .0994 1,379 4,281 19,229 .0117 3,605 3,697 1,410 1,786 1,280 .0022 1,280 1,280 2,355 1,280 1,280 1,280 1,280 1,280 1,280 1,280 1,280 1,280 1,280 1,280 1,281 1,281 1,281 1,281 1,282 1,282 1,282 3,282 2,001 2,904 2,904 2,904 2,904 2,904 2,904 2,907 4,025 699 Sailno 10.3 18.7 1018 5.0 5.8 27,306 .0100 1,460 5,418 1,292 1,787 126 844 1,282 1,787 126 88mders 18.1 .0036 1,232 1,787 126 899 18.1 .0081 2,967 4,025 699 4,025 699 4,025 699 4,025 699 4,025 699 4,025 1,025 1,128<		0 .0046 90 07 .0094 115
Salino 13.9 .0068 4.7 3.7 17,854 .0071 1,284 3.790 13,848 .0081 2,904 2,791 644 Sarpy 103 18.7 .0118 5.0 5.8 27,306 .0100 1,460 5,461 8,152 .0038 1,232 1,787 120 Samders 16.7 .0103 5.4 3.2 23,061 .0092 1,380 4,289 16,023 .0084 2,967 4,025 699 ScottaBluff 36.2 .0223 10.8 18.2 53,691 .0214 1,483 4,971 50,286 .0294 4,656 9,990 5,027 2,23 ScottaBluff 12.8 .0074 4.0 3.2 15,731 .0062 1,717 5,560 34,113 .0301 6,291 4,037 1,337 Sherdan 9.8 .0031 1.7 9.23 .0025 1,351 4,903 11,970 .0070 2,992 2,042 1,052<	97 4,436 31 95 3,894 41 90 3,407 23 82 250 2	7 .0103 96 8 .0052 137
Scotts Bluff	88 3,057 30 51 957 28	00 .0077 91 12 .0088 77
ScottaBluff	30 3,169 32 85 12,108 1,18	
Sloux	72 9,578 66 01 1,976 35 16 2,071 32	.0124 148 6 .0068 88
Theyer	84 218 4 63 258 2	.0014 74
Thursten	25 150 16 46 1,308 28	.0053 81
Washington 11.6 .0072 3.6 3.9 15,415 .0062 1,329 4,282 10,577 .0062 2,938 2,786 271 Wayno 10.4 .0064 2.9 3.8 14,397 .0057 1,384 4,984 10,482 .0062 3,618 1,785 783	29 124 1 58 785 19	
Webster 7 1 0043 2 4 6 715 0007 044 2 700 0 449 070 1 445 073	46 1,092 19 51 1,362 19 53 2,481 15	5 .0084 86
Wheeler 1.8 .0036 .5 1,112 .0004 741 2,224 456 .0002 872 127 27	78 980 18 1 50 5.112 40	7 .0004 4
	50 5,112 40 50 4,211 30	
Total Above Cities 574.2 .3532 178.4 997,768 .8975 1,788 5,598 919,812 .5411 172,775 110,731 54. State Total	06 219,416 27,56 799 337,563 44,87	

NEBRASKA — Metropolitan County Areas

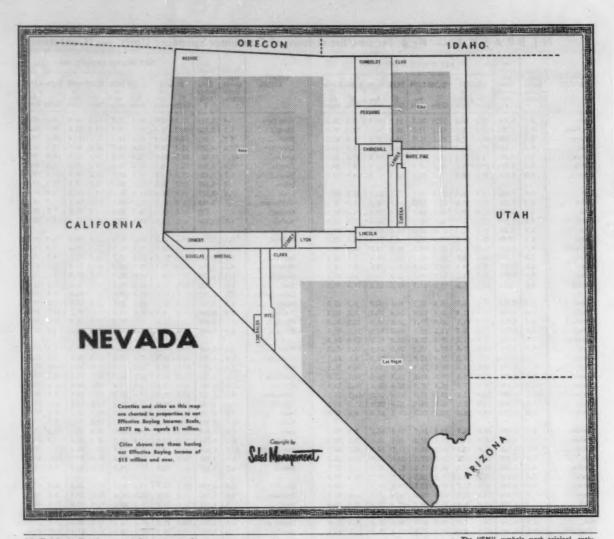
	 					-										
						.0899 1,790 5,533 .2635 1,801 5,542										
Total of Aross	510.8	.3195	100.2 4	52.4	887,482	.3534 1,708 5,540	829,851	.3000	3,925	124,002	80,968	35,982	132,237	21,038	.3518	110

NEBRASKA — M Income Breakdown of Consumer Spending Units

KHEN	Total	In-	131	N	IET IN	COME	GROU	PS, 19	54		20107 18	Total	In-			ET IN	COME	GROU	PS, 19	14	
CITIES	Con- surner Units (thous.)	per Con- sumer Unit \$	SO-2 % Units	498 % in- come	\$2,500 % Units	-3,990 % in- come	\$4,000 % Units	-6,909 % In- come	\$7,000 % Units	& Over % In-	COUNTIES	Con- sumer Units (thous.)	gon- sumer	\$0-2 % Units	,499 % In-	\$2,800 Units	-3,999 % In-	\$4,000 % Units	0-6,999 % In- tome	\$7,000 % Units	& Over
Adams Hastings Antolope		3,883 3,919 3,219	33.5	11.6	28.9 28.9 36.0	24.0	30.2	40.2		24.5 24.2 22.7	Arthur	.3	3,886 5,818 5,271	39.7 29.0 30.0	6.7		13.7	22.4	19.7	11.1 23.7 16.4	59.9

	Total	In- come		N	ET IN	COME	GROUI	PS, 195	4			Total	in-		N	ET IN	DOME	GROU	PS, 198	и	1-
COUNTIES	Con- sumer Units (thous.)	Con- sumer Unit \$	\$0-2 % Units	% In-	\$2,500 Units	-3,989 % in- come	\$4,000 % Units	6,999 % In- come	\$7,000 % Units	% in-	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$0-2 % Units	,490 % in- ceme	\$2,500 % Units	% in-	\$4,000 Wnits	% In-	\$7,000 % Units	1 %
loone	3.2	3,278	45.4	18.9	31.0	30.7	16.4	28.2	7.3	24.2	Keya Paha	.5	3,351	45.5	18.5	31.6	30.7	14.8	23.0	8.1	27.8
ox Butte	4.3	5,193	26.9	7.1	24.4	15.3	33.1	33.1	15.6	44.5	Kimball	1.7	5,368	30.7	7.8	27.1	16.4	24.2	23.5	18.0	52.3
lliance	2.8	4,956	27.2	7.5	23.3	15.3	35.2	37.0	14.3	40.2	Knex	5.2	3,642	40.9	15.4	27.4	24.4	21.7	31.0	10.0	29.2
loyd		3,134	47.1	29.5	27.8	28.8		32.2	5.8	18.5	Lancaster	52.6	4,289	33.1	10.6	25.4	10.2	20.4	35.7	13.1	34.5
lrown	1.6	4,090	34.8	11.5	29.8	23.7		29.9	12.4	34.9	Lincoln	47.0	4,307	33.3	10.6	25.0	18.9	29.4	35.5	12.3	35.0
Cearney	9.3	3,713	40.7	15.0	28.2	24.7	23.0	32.3	8.1	28.0	North Platte	10.0	4,394 4,632	30.7	8.2	26.5	19.6	30.9	36.6	13.2	35.7
				1					-		Logan	.5	3,687	43.7	16.2	29.3	25.8	14.0	19.9	13.0	38.1
Jurt		3,862	34.1	12.1	31.7	26.7	23.7	32.0	10.5	29.2	Loup	.8	3,175	43.9	18.9	34.8	35.7	12.9	21.0	8.4	24.4
lutier	3.5	3,101	47.3	20.8	29.5	31.0	18.2	30.6	5.0	17.6	McPherson	.3	3,807	88.9	14.8	29.6	26.8	23.7	34.3	7.8	24.3
lass		3,727	31.9	11.7	38.3	29.1		36.8	8.4	22.4	Madison	8.7	3,680	38.6	14.3	29.1	25.8	24.6	34.8	7.7	25.5
hase	1.7	3,716	37.1	13.7	29.7	26.0	100000000000000000000000000000000000000	34.4	8.6	26.9	Norfolk	4.6	3,828	35.4	12.6	28.9	24.5	27.4	37.4	8.3	20.0
herry		4,209	35.2	11.4	27.9 32.4	22.8	23.9	31.3	13.2	33.5	Merrick	3.1	3,700	36.5	13.5	30.7	27.0	23.2	32.6	9.6	26.9
Cheyenne		5,347	24.8	6.3	27.2	18.5	29.6	28.0	18.4	48.3	Morrill	2.5	3,704	34.5	12.7	30.1	26.4	27.9	30.3	7.5	21.8
Sidney		5,234	25.9	6.8	25.3	15.7	31.1	30.9	17.7	48.6	Nance	1.8	3,120	40.3	17.7	36.2	37.7	19.5	32.6	4.0	12.0
lay		3,095	44.4	19.6	33.3	35.0	17.0	28.6	5.8	16.8	Nemaha	3.9	3,343	43.8	17.9	29.3	28.5	19.3	30.0	7.7	23.6
Colfax		3,778	33.7	12.2	33.1	28.5	23.3	32.2	9.9	27.1	Nuckolls	3.1	3,345	39.3	16.1	32.9	32.0	22.9	35.6	4.9	16.3
Suming	4.0	3,884	37.1	13.0	25.9	21.7	28.0	35.0	11.0	30.3	Otos	5.6	3,893	33.9	11.0	32.2	26.0	24.9	33.3	9.0	
Custer											Nebraska City	2.5	3,903	33.7	11.8	31.3	28.1	26.2	35.0	8.8	27.1
Dakota		3,508	41.4 32.3	16.1	30.5	28.3	19.5	29.0	9.5	26.6	Pawnee	2.3	2,917 5,089	51.6	3.7	28.2	31.4	15.4	27.6	18.1	40.0
Dawes		4,138	33.7	11.1	26.8	24.0	28.8	37.5 36.8	10.3	27.5	Perkins	1.5	3,929	32.3	11.0	32.1	26.5	26.3	34.9	10.0	
Dawson		4,434	31.4		30.9	22.6	26.3	30.0	11.4	36.8	Pierce	2.0	3,486	43.4	17.0	28.0		20.4	30.6	8.2	
Lexington		4,403	31.9		29.2	21.6	27.9	33.0		35.5		1	0,000					-			-
Deuel	1.1	4,872	28.0		27.3	18.2	29.6	31.7	10000	42.3	Platte	6.2	3,947	34.5	11.0	30.8	28.4	26.3	34.8	8.4	27.9
Dixon		3,381	44.1	18.0	27.9	27.0	20.0	30.9	8.0	24.1	Columbus	3.4	4,166	30.6	10.0	31.7	24.8	28.9	36.1	8.8	
Dodge		4,261	33.9		30.5	23.3	24.8	30.3	10.8	35.5	Pelk		3,687	37.6	13.9	30.2		22.8	32.2	9.4	
Premont		4,455	32.1	9.8	29.9	21.8	26.3	30.8	11.7	37.6	Redwillow	4.6	4,337	32.6	10.3	26.6	19.9	28.7	34.5	12.1	
Douglas		4,748	26.2		25.5	17.5	33.6	38.9	14.7		McCook		4,364	31.3	8.6	26.6	19.8	80.0	35.8	12.1	
Omaha Dundy		4,747	26.3 31.2		25.4	17.4	33.6	36.8	14.7		Richardson	6.0	3,909	35.7	12.5	29.8	24.8	26.1	34.7	9.2	
Fillmore		2,983	48.6		80.6	28.0	23.0 16.5	29.8	4.3	31.6 15.6	Falls City		4,155 3,274	32.3	20.7	24.9	24.7	17.1	27.2	8.3	
		-,	C.		1						Saline		3,380	39.8		33.2		20.8	32.2	6.2	
Franklin	2.3	3,208	44.7	19.1	30.3	30.7	18.6	30.2	6.4	20.0	Sarpy		3,894	38.3	13.4	24.6	20.6	27.1	38.3	10.0	29.7
Frontier		3,682	40.0	14.8	27.5	24.2	23.3	33.1	9.2	27.8	Saunders	8.2	3,744	33.0	12.0	32.4	28.2	26.0	36.2	8.6	
Furnas		3,323	41.9		29.7	29.1	21.7	34.0	6.7		Scotts Bluff		4,625	30.3	8.9	27.6		30.0	33.9	12.1	
Gage		3,756	35.9		31.2		25.3	35.0	7.6		Seottabluff	4.9	4,746	28.0		25.6		34.0	37.3	12.4	
Beatrice Garden		3,968	38.2		30.9	25.3	27.1	36.7	8.8	27.8	Seward	4.7	3,347	40.5	16.5	32.1	31.2	21.0	32.7	0.4	19.6
Garfield		3,440	42.0		32.6		18.3	27.7	7.1		Sheridan	3.4	4,124	35.4	11.7	28.8	22.7	22.4	28.3	13.4	37.3
Gosper		4,056	33.5		35.7		16.9	21.7	13.9		Sherman	2.0	3,191	43.9		28.0		22.2		5.9	
Grant		4,283	32.8		29.3		22.8	27.8	15.1		Sieux	.8	4,133	34.6		29.5		23.6	29.8	12.3	35.6
Greeley		3,261	43.8	18.1	30.8	30.8	19.8	31.7	6.1	19.4	Stanton	2.1	3,822	37.3	13.3	33.4	27.8	18.6	25.3	11.8	33.8
Hall		4,278	29.7	9.5	28.8	21.9	30.7	37.4	10.8	31.2	Thayer	3.5	3,344	40.0	16.3	34.1	33.2	19.5	30.3	6.4	
Grand Island	10.3	4,298	29.2	0.3	28.8	21.8	31.0	37.8	11.0	31.3	Thomas		3,990	31.2		87.4		20.7	27.1	10.7	
Mamilton		2 424		10.0	94 -	00.0	00.0	25.0		00.0	Thurston	2.5	3,911	39.9		24.8		22.1	28.4	13.2	
Hamilton	3.0	3,874	34.5		31.7		25.3	35.9	8.5	23.2	Valley	2.2	3,218	46.0		25.6		23.6		8.0	
Hayes		6,033	27.7		25.0		29.5	30.5	17.8		Washington	4.2	3,636	36.3		27.3		21.8		9.5	
Hitchcock		3,960	32.1		28.3		37.7	36.5	11.0		,	1	0,020	1		1	-	1			
Holt:	4.5	3,101	48.0		28.4		17.8	29.1	6.3		Webster	2.5	2,711	55.0	27.8	27.8	33.1	13.2	25.3	4.3	13.6
Hooker	4	3,650	34.8	13.0	32.6	29.1	22.7	32.4	9.9	25.5	Wheeler	3	3,541	44.2	17.1	30.3	27.8	12.4	18.2	13.1	36.1
Howard		3,274	44.1		31.4		17.0	27.0	7.5	23.4	Yerk	. 6.2	3,631	36.4	13.7	32.5	29.1	23.4		7.7	
Jefferson	4.5	3,575	39.1		12.50		24.5	35.7	6.6		York	2.6	3,601	37.8	14.3	31.7	28.6	23.1	33.5	7.4	23.6
airbury		3,802				25.8		35.6		25.8				-	-						
lohneen Kearnsy		3,362	37.8	15.4	34.1			34.0		17.6	Total Above	999 8	4,485	90 8		96.2	10.1	31 9	38.3	19.7	25.0
A Property	1	100.0	100		10				1	19.0	Cities	. 222.5	-	-	-	-		-		-	
Celth	1 2.4	5,539	1 25.7	6.4	20.2	17.1					Arizona Colorado		4,104				_				
				1 -			Idaho,	Monta	ina, N	ew Mexico	Arizona, Colorado, , Utah, Wyoming.)		NEV	A			Cou	ntie	san	a C	tie
Nevada st					op.	N	UMBER	_	_	18	THE STATE OF					op.	N	UMBE	_	_	-
City		County	1	th	ous.)	F	GM	FHR	A	D	City		Count	y		(.810)	F	GM	FHR	A	D
Elleo	775	lea			6 5	42	-	-	44		T 17	_	11			42 .	20	4.0	24	25	7 1
Elko Ely © SM, 1955.	W	ko hite Pi	ne		6.5	13	3 2	4	11		Las Vegas Reno		lark Vashoe.			43.5	38 72	11	_	34	H

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.



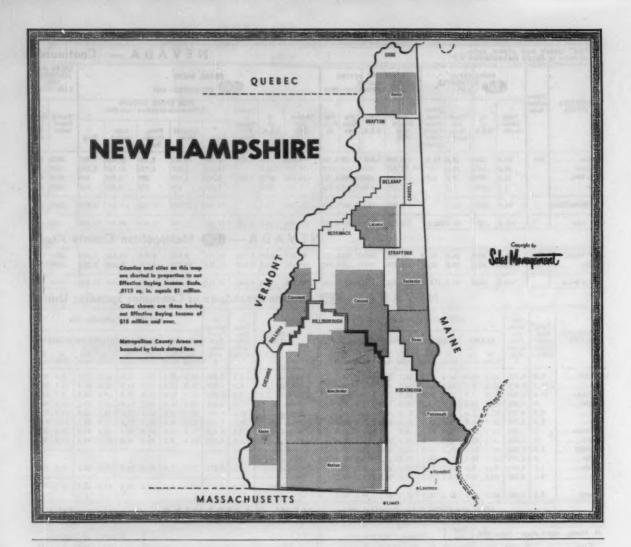
		O.	POPULA D ES 1/1	TION TIMATE	ES		TIVE B					O.	TEN	L SALES	1984			ADVER ING CONTR	TIS-
COUNTIES	Metre- politan Area	Total	_	Fami-	Urban- izad	Not	_	Per	Per	Dollars		Coun-	(le	FIVE ST	OHE GRO		20	Buying	Ous
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou-sands)	Dellars (add 000)	U.S.A.	Cap-	Fam- liy	(add 990)	U.S.A.	Sales Per Fam- ily	Food	General Miles.	Furn House- Radio	Auto- motive	Drug	Power Index	in- dex
Churchill		6.3	.0038	1.8		10,069	.0040	1,500	5,594	9,376	.0066	5,200	1,313	623	98	1,750	101	.0044	1
Clark		81.8	.0504	25.8	82.0	164,120	.0664	2,006	6,337	97,781	.0675	3,775	20,738	9,175	4,372	24,530	3,442	.0001	
△Las Vegns		53.5	.0268	14.6		97,194	.0387	2,234	6,657	85,329	.0502	1381	17,088	8,416	4,272	23,629	2,799	.0398	
Dougles		. 2.2	.0013	.8		3,568	.0014	1,622	7,136	2,531	.0015	5,862	387	571	105	582	135	.0014	108
Elko		12.6	.0078	3.7	8.5	27,478	.0100	2,181	7,426	18,430	.0097	4,441	3,302	1,486	673	3,208	500	.0096	
Elko		6.5		1.9		16,189	.0064	2,491	8,521	11,768	.0069		2,546	565	539	2,853	303	.0061	
Enmeralda		.5	.0003	.2		826	.0003	1,252	3,130	181	.0001	905	37	1000	50	09		.0002	
Euroka		1.1	.0000	.1		1,942	.0008	1,765	6,473	1,000	,0006	3,353	839				42	.0007	117
Humboldt		4.7	.0029	1.1	2.8	7,686	.0030	1.835	5.912	6,884	.0040	5,295	1,746	785	81	1,288	102	.0033	114
Lander		1.7				3,188			7.970	1,730		4,325	393	00		276	83	.0012	
Lincoln		3.6		.1		5,474	.0022	1,521	6,002	2,621	.0015	2,912	782	430	80	578	156	.0020	91
Lyon		3.3	.0020			3,923	.0018	1.180	4,350	3.223	.0018	3,581	983	293		255	100	.0017	85
Mineral		9.4				15,535			5.548	8,405		1,930	2,067	246	80	827	142	.0063	
Nye		2.7				3,798			4,220	3,000		3,370	1,105	212	49	717	82	.0016	94
Ormsby		4.1	.0026	1.5	3.3	7,419	.0030	1.72	6,183	5,404	.0031	4,503	1,400	271	- 93	827	349	.0029	
Pershing		9.6		1	-	5,678			5,162	4,139		3,763	772	58	103	1,110	55	.0024	
Storey		.7	.0000	1 .1	3	884	.0001	1,220	2.847	523	.0003	1,743	161		57			.0003	8 80

		410	POPULA	TION	. 1	EFFEC	TIVE B	UYING				1	RETAIL	SALES				SALES	
	Metro-			TIMATE 1/55	E8	Sella !	NCOM!	E				S		IMATES-	1954			CONTR	
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Not	20 of	Per	Per	Deliars	% of	Geum- ty Sales	(in		of dollars)		Qual
		(thou- sands)	U.S.A.	(tingu- sands)	Population (thou-sands)	Dollars (add 800)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- lity	Food	General Mdes.	Furn House- Radio	Aute- metive	Drug	Power	ity in- dex
Vashoe △Reno White Pine Ely	220	62.5 .40.6 12.4 4.4	.0246	29.6 13.3 3.6 1.2	51.5	139,949 97,027 22,141 7,458	.0386	2,239 2,426 1,786 1,695	7,295 6,150	104,488 94,195 13,260 9,017	.0614 .0554 .0078 .0063	5,072 3,683	17,751 14,054 3,483 2,417	10,079 8,631 1,428 318	6,126 5,772 475 370	21,43 30,19 2,63 2,37	6,526 5 541	.0408 .0408 .0082	166 106
otal Above Cities		94.4	.0581	31.0		217,868	.0867	2,308	7,028	200,309	.1178		36,103	17,930	10,962	49,04	10,018	.0903	155
tate Total		213.4	.1312	66.4	130.8	423,448	.1686	1,984	6,377	277,998	.1835	4,187	57,063	25,726	12,412	60,09	7 12,984	.1596	122
						130			1	NEV	A D	A	SM	Met	ropoli	tan (Count	y Are	eas
Las Vegas	204 220	81.1		25.9 20.6		164,120 139,949		2,006 2,239		97,761 104,488	.0575	3,775 5,072	20,736 17,751	9,175 10,079	4,372 8,128	24,53 21,43		.0601	
Total of Areas		144.3	3 .0888	46.5	113.5	304,069	.1211	2,107	6,539	202,240	.1180	4,349	38,487	19,254	10,498	48,96	8 10,505	.1141	128
					NE	VAI	DA-	- (SH	Inco	me B	reak	down	of Co	nsum	er Sp	endin	g Uni	its
		in-		NET	NCOME	GROUPS.	1954					1	In-		NET INC	OME G	ROUPS, 1	154	
COUNTIES	Con-	per Con-	80-2,49	921	100-3,990	34,000-8,1	97 0	0 & 001	-		INTIES TIES	Con-	per Con-	\$0-2,491	\$2,500	2.900 2	4.000-6.991	\$7,000 4	L Ow
	Units (thous.)	sumer Unit \$	% In Units co	16 n- %	%	× 6	n- 9	its cor			TIES	Units (thous.	sumer	% In Units cor	6 %	% In-	% In-	%	% In-
Churchill	2.5	4,108		.2 24	9 20.2	25.7 31	3.4 13	.4 34		Nyo			3,504	45.8 18			1.9 33.3		26.5
as Vegas	34.0 19.0	4,824 5,124		.6 23	2000		3.2 16 3.3 17	.1 30	- 1		ng			28.8 8 37.1 13	.3 21.7		3.6 37.1 4.7 35.5	15.9	39.7
Douglas	.8	4,203	40.5 13	.5 31.	7 17.2	25.0 31	1.6 12	.8 37	.7	Storey		2		49.2 18	.0 14.7	12.9	6.5 23.1	19.6	48.
iko	5.3	5,194		.4 23.			2.7 17 1.9 21	.7 45 .8 50							.8 20.1		34.1 33.6 3.6 33.2		47.
Semeralda	.2	2,858	61.2 26	1.9 17.		1		.8 24			Pine		-4.000		.8 20.8		16.4 50.3		29.
Eureka	1.9	3,544		7.5 82 1.0 21		0.000		.5 31 .8 32		Ely		1.6	4,759	24.6 7	.2 22.8	16.0	11.2 46.1	11.4	36.
ander	.8	3,975		2.2 27				.5 28		Total	Above						7		
Lincoln	1.2	4,643		3.4 24		the state of the s		.7 28	1	Citi	ed	. 41.3	5,273	26.9 7	.1 21.5	13.6	33.2 33.6	18.4	45.
Lyen	1.2	3,189		0.8 25				.8 17		State	Total	. 86.9	4,871	28.5 8	.2 22.2	15.2	33.2 36.3	16.1	40.
Mineral	3.6	4,283		3.2 23		states: Con	-	.3 25		MEN		1	100		-			10:	
			Massac	husetts,	Rho	de Islam	d, V	rmost.	3	- NE	W I	IAN	N P 2	HIK	E-(Loun	ries ar	id Ci	rie
N. Hemp. st			77.74	Pop.		UMBER O			_						Pop.		CBER OF		
City	-	County	The second	thous.	F	GM FI	HR A	1)	- 0	ity		County	7	thous.)	FG	M FHI	A	D
Berlin				17.0		10	16	9	8				Grafton.		9.0	35	5 1		
Claremont				13.		10		21	6		chester ua			ugh	85.6 35.9	313	28 6		
Dover				16.		1 21		13	8				Rockingh		20.9	82	8 2		
Keene Laconia				16.	1000		13	16	5 9	Roci	ester.	S	trafford		14.5	66	8 1.	3 19	
	1	1	POPUL	ATION		EFFE	CTIVE	BUYIN	a	63-100	s smi	Maj	RETA	IL SALES	91-11			ADVE	
	Metro		5M)	/1/86	TES .	SH	ESTIM	ATES-	-1054	909.00		0	ZZD ES	TIMATES	-1954			CONT	ROL
COUNTIES	polita Area	n	10	1.	Urban	Thoi	1	1			1	Caun-	(STORE GR		18)		1
		Total (thou sands	- of	Fami- ties (thou- sands	Popu- lation	Net Deliars (add 000)	u.s.A	Per Gap- ina	Per Fam- lity	Dellars (add 900)	U.S.A	Sales Per Fam- ily	Food	General Mose.	Furn House- Radio	Asito-		Buying Power index	1 10
Belknap		27	.0 .016		0 15.3	35,82			7 4,478	33,84	.019	1	10,17	1,540	2,422				
Laconia			.3 .009			20,85 17,35			3 4,634 1 3,615	24,20			6,52						
Cheshire			.4 .023			48,64	6 .019	4 1,30	1 4,343	33,956			5,84 11,59			1 -			
Keene		1.6	.6 .010			24,82	7 000	9 1,49	8 4 088				6,39			3.9	54 534	011	0 15

INDUSTRIAL SALES DATA FOR ALL COUNTIES

Industrial data for all counties—not just the leading 100—are available on IBM cards. Address Market Statistics, Inc., 432 Fourth Avenue, New York 16, N.Y. Phone MUrray Hill 4-3559.

MAY 10, 1955



Portsmouth Is BOOMING!

Market figures are fast being out-dated in Portsmouth—new industries, meaning big new payrolls, have moved in. Biggest is the \$46,000,000 Portsmouth Air Force Base, now under construction, with a \$1,000,000 monthly payroll. Call your nearest JMSA office for all the details.

Only One Medium Offers TOP SELLING COVERAGE

In This Fast-Growing Area—It's

The Portsmouth Herald

Covering Rockingham County, N. H. and York County, Me.

Represented Nationally By The Julius Mathews Special Agency
Boston • New York • Detroit • Chicago • Syracuse • Philadelphia • Pittsburgh



Over 30 New, Diversified Industries Now Make Their Home in Nashua

This Is Why Nashua Has Been the Object of Nation-wide Publicity It is why the Wall Street Journal called Nashua "the envy of many New England communities." It explains Nashua's \$54,558,000 Effective Buying Income and \$44,382,000 Retail Sales.

Only The Nashua Telegraph Can Cover This Outstanding Market Effectively

NASHUA TELEGRAPH

NASHUA, NEW HAMPSHIRE

THE FAMILY NEWSPAPER OF SOUTHEASTERN NEW HAMPSHIRE Represented By THE JULIUS MATHEWS SPECIAL AGENCY, INC.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW HAMPSHIRE - (Continued)

	Metro-	J	POPUL/ ES 1/	TION TIMATE	E8	ANTA I	TIVE B			1	700 F	0	770	L'SALES IMATES-	-1954			SALES ADVER INC CONTR	T18-
COUNTIES	politan Area	Total	Total % Fami- ized Net % Per Per Dollars % Coun-									ORE GRO			Buying	Oual-			
			u.s.A.		Population (thou- eands)		U.S.A.	Cap- ita		(add 000)	U.S.A.	Sales Per Fam- Ily	Food	General Mdse.	Furn House- Radio	Auto- motivo	Drug	Power Index	ity in- dex
CoosBerlin		37.3 17.0	.0230	10.5	17.8	45,440 22,363			4,328 4,559	33,499 17,165	.0197	3,190	10,979 5,983	1,684	1,822	5,243 2,843		.0196	95 91
Grafton		47.8 9.0	.0293	13.4		64,737 12,863			4,831 4,947	50,784 10,630	.0298		14,343	2,407 398	2,220 673	9,204	1,998	.0277	98
Hillsberough	86	161.8 85.6	10000	48.3 26.5	127.7	244,698 136,070	.0974	1,515	5,066 5,135	177,768 104,955	.1046	3,661	58,106 31,546	11,004 6,657	13,357 9,045	24,386 14,831	3,823 2,208	.0862	101
Nashua		35.9		10.7		84,558			5,099	44,382	.0261		14,304	2,944	3,155	5,470		.0231	
Morrimack	580	62.9			39.1	83,643	-		4,699	61,457	.0381		17,100	5,458	2,118	9,722		.0353	1
Concord Reckingham		28.6 71.8		7.8 21.9		40,630 97,342	.0388	1,356		36,361 71,150		1	9,422 23,619	4,074 2,060	1,365 2,728	6,135 10,405	7,000	.0180	102
Portsmouth		20.9	.0129	6.6		30,655	.0122	1,467	4,645	27,764	.0163		7,850	1,054	1,576	5.594	741	.0136	106

A and A See end of state for SM Metropolitan County Areas.

C SM, 1955.

Before using these figures, see explanation page 11.

Even Our Secretary Can Answer This One!

What happens when you include Manchester on your schedules?

You reach a state market. New Hampshire, that is, besides!

> MANCHESTER RETAIL SALES \$104,955,000 NEW HAMPSHIRE RETAIL SALES \$562,124,000



* Source: SALES MANAGEMENT





UNION LEADER NEW HAMPSHIRE SUNDAY NEWS

The State Newspapers Covering the New Hampshire Market STORY, BROOKS & FINLEY-NATIONAL REPRESENTATIVES

WHAT THE TRIANGLES STAND FOR . . .

The solid black triangles in these tables and footnotes refer to Standard Metropolitan Areas. The open triangle indicates SALES MANAGEMENT "Potential" areas.

CLAREMONT IS THE CENTER OF THE TWIN STATE VALLEY 3RD LARGEST MARKET IN NEW HAMPSHIRE

Springfield, Vt. makes 10% of the nation's machine tools. Windsor, Vt. makes all the nation's neolite footwear. Lebanon & Newport, N.H. are busy factory towns. Hanover, N. H. has Dartmouth College and its medical center. White River Jct., Vt. is a R.R. and wholesale center. Claremont draws retail trade from all of these.

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EASTERN VERMONT

DAILY

GLE WESTERN NEW HAMPSHIRE

3rd LARGEST MARKET . No. 3 ON ANY LIST

HOME

NEW HAMPSHIRE - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-			TION TIMATI	EB	4077	TIVE B				14.	0	777	L SALES	-1954			SALES ADVER INC CONTR	ITIS-
COUNTIES	politan Area	Total	0%	Fami-	Urban- ized	Nat	Net % Per Per Deliars % ty (in thousands of deliars—add 000)								Buying	Qual-			
	In	(shou- sands)	of U.S.A.	lies (thou- sands)	Population (thou- eands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ity	(add 000)	U.B.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Strafferd Dover Roohester		62,9 16.6 14.5	.0102	14.9 4.8 4.5		72,667 23,107 20,843	.0092	1,392	4,877 4,814 4,831	\$2,167 24,365 17,810	.0143		18,978 6,820 8,304	2,791 1,380 1,080	2,841 1,579 638	7,972 3,529 3,836	1,751 807 516	.0301 .0109 .0099	107
Sullivan		25.4 13.2		7.7	15.5	33,492 18,944			4,380 4,510	30,698	.0180	3,987	8,434 4,960	2,437 1,765	1,277 953	7,341 6,044	802 320	.0152	
Total Above Cities		278.2	.1681	82.0		405,211	.1613	1,483	4,942	350,632	.2062		101,578	22,532	23,481	58,632	8,986	.1762	105
State Total		539.7	.3320	188.5	317.8	743,841	.2962	1,370	4,003	862,124	.3306	3,547	173,179	31,208	30,541	87,713	15,168	.3137	94

NEW HAMPSHIRE - Metropolitan County Area

Manchester 88	161.5	.0983	48.3 127	.7 244,698	.0074 1,515 5,086	177,788	.1046 3,681	55,106	11,004	13,357	24,368	3,823	. ,0999	101
Total of Area	161.5	.0003	48.3 127	.7 244,006	.0074 1,515 5,006	177,788	.1046 3,681	55,136	11,004	13,357	24,368	3,823	.0000	101

NEW HAMPSHIRE - Income Breakdown of Consumer Spending Units

	Total	in-			ET IN	COME	GROU	PS, 19	54		And usu	Total	In-	400		NETIN	COME	GROU	IPS, 19	64	
COUNTIES	Con- sumer Units (thous.)	per Con- aumor Unit \$	96-2 % Units	,498 % in- same	\$2,500 % Units	-3,990 % in- come	\$4,000 % Units	-6,990 % In- come	\$7,000 Units	& Over % in-	COUNTIES	Con- sumer Units (thous.)	Con-	\$0-2 % Units	5,499 in- come	\$2,500 % Units	0-3,999 % in- come	\$4,000 Units	0-8,990 % in- come	\$7,000 % Units	& Over % fn- come
Beiknap	9.3	3,861	36.6	13.6	31.9	28,1	24.2	34.0	7.3	24.3	Berlin	5.1	4,345	27.0	8.6	33.4	26.2	10000	38.0		27.0
Laconia	6.2	3,998	34.4	12.3	31.2	26.5	26.8	36.5	7.6	24.7	Grafton	17.7	3,864	45.9	17.9	26.0	24.1	20.1	29.9		28.1
Carroll	8.5	3,178	47.1	21.2	32.3	34.6	15.4	26.3	8.2	17.9	Lebanon	3.3	3,954	38.5	13.9	28.5	24.5	24.3	33.4	8.7	28.2
Cheshire	11.8	4,128	33.0	11.4	81.7	26.1	28.3	34.7	9.0	27.8	Hillsberough	55.0	4.447	29.0	9.3	28.6	21.8	31.0	38.0	11.4	30.9
Keene	5.7	4,372	32.2	10.5	20.4	22.8	28.1	34.9	10.3	31.7	Manchester	30.0	4,534	28.3	8.9	28.0	21.0	31.5	37.8	12.2	-
Coos	11.4	3.979	84.4	12.3	31.1	28.6	26.6	38.4	7.9	24.7	Nashna	1 12.6	4,530	26.2	8.2	29.4	22.1	33.5	40.3	10.0	29.4

O SM, 1965.

Refore using these figures, see explanation page 11



MAINE and NEW HAMPSHIRE VACATIONLANDS

Oldest Winter and Summer Resert Areas in the United States

A LUSH MARKET

DOMINATED BY

OKC WWW

5000 Watts

NON-DIRECTIONAL

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Rep. Grant Webb & Co., + New York + Murrayhill 8-4254

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NEW HAMPSHIRE - Income Breakdown of Consumer Spending Units - (Continued)

THE REAL PROPERTY.	Total	in- come			NET IN	COME	GROU	PS, 19	54		1 1 1 1 1	Total	in- come			NET IN	COME	GROU	PS, 19	14	
COUNTIES	Con- sumer Units (thous.)	Con- sumor Unit \$	\$0-2 % Units	% in- come	\$2,600 % Units	-3,999 % In- come	\$4,000 5 Units	-6,999 % in- come	\$7,600 % Units	& Over	Suitivan	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$8-2 % Units	,499 % In- come	\$2,500 % Units	3,999 % In- come	\$4,000 % Units	-6,996 % In- ceme	\$7,000 Units	& Over
Marrimack Concord	20.8	4,078 4,477	35.9 30.3	12.6	27.9 27.5	23.2	27.3 31.3	38.4 38.0	8.9	200	Sullivan Claremont	8.4 4.5	4,010	31.6	11.3	33.6 34.8	28.4	25.9 27.9		8.9	
Rockingham Portsmouth	23.3	4,174	33.2	11.4	29.7	24.2	28.4	36.9	9.1	27.5	Total Above										
Strafford	18.7	3,886 4,361	37.8	13.7	28.8	24.7 24.8	26.2	38.7	8.2		Cities	92.3	4,302	29.3	9.5	29.5	22.8	30.7	38.0	10.6	29.7
Rochester	200	4,088		10.3	2000			41.6	7.8		State Total	181.6	4,098	34.5	12.0	20.2	24.2	37.1	36.8	9.3	27.8

Not a REview . . . but a PREview

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGE-MENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between Surveys, "High-Spot Cities" alerts you to changes in the making . . . each month.

Industry Is Moving Toward

ASBURY PARK

NEW JERSEY

Center of The Fastest Growing Market In The State

Write or Wire For The Complete Market Picture

ASBURY PARK

Chamber of Commerce

ASBURY PARK, N. J.



HOME OF NATIONAL INDUSTRIES
RELOCATING, EXPANDING?
FACTS AVAILABLE ON FACILITIES, SITES,
BUILDINGS, SKILLED LABOR POOL.
CAMDEN COUNTY CHAMBER OF COMMERCE

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NEAR THE CROWD - BUT NOT IN IT

MIDDLESEX COUNTY, N. J.

Confidential service to industries and brokers seeking manufacturing or distribution facilities in the New York-Philadelphia market area.

Write for Booklet

MIDDLESEX COUNTY INDUSTRIAL DEPT. COUNTY RECORD BUILDING

> New Brunswick, N.J. Kilmer 5-0553

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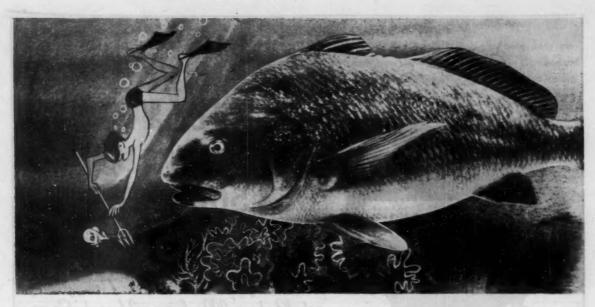
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NEW JERSEY — Counties and Cities — (Other Middle Atlantic States:
New York, Pennsylvania.)

New Jersey st	ate map—page 505	Pop.	N	UMBE	R OF O	UTLET	8	Industrial Test		Pop.	N	UMBE	OF O	UTLETS	
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Asbury Park	Monmouth	18.5	132	. 17	34	23	15	Hoboken	Hudson	51.1		27	40	9	27
Atlantic City.	Atlantic	61.7	401	48	84	29	46	Irvington	Essex	62.2	283	16		62	25
Bayonne	Hudson	79.6	480	44	62	25	41	Jersey City	Hudson	302.5	1,680	135	204	74	119
Belleville	Essex	34.1	140	7	13	13	13	Kearny	Hudson	40.3	153	11	12	15	13
Bergenfield	Bergen	22.0	36	6	17	11	6	Linden	Union	34.4	137	9	20	23	11
Bloomfield	Essex	53.6	196	20	26	16	23	Little Ferry	Bergen	5.1	19		1	21	1
Boonton	Morris	7.9	45	4	12	10	6	Lodi	Bergen	24.1	63	5		9	2
Bound Brook.	Somerset	8.8	61	6	. 9	14	4	Long Branch.	Monmouth	28.4	109	11	25	19	14
Bridgeton	Cumberland	19.7	113	11	23	24	8	Lyndhurst							
Burlington	Burlington	12.9	59	7		13	5	Township	Bergen	20.0	85	3	8	9	6
Camden	Camden	129.2	650	47	92	55	57	Madison	Morris	11.7	37	3	7	6	5
Carteret	Middlesex	13.5	69	11		5	5	Maplewood						-	
Cliffside Park	Bergen	17.9	86	6		6	8	Township	Essex	26.3	62	4	11	9	10
Clifton	Passaic	73.8	216	8		22	15	Millburn			- 31				
Collingswood.	Camden	17.3	40	4	8	7	10	Township	Essex	15.9	32	3	11	4	5
Cranford		-		n-1				Millville	Cumberland	16.9				12	6
Township.	Union	21.5	41	4	4	3	4	Montclair	Essex	45.2	157			22	20
Dover	Morris	11.9	68	12	12	19	6	Morristown	Morris	18.1	92	12	25	25	12
Dumont	Bergen	16.8	30	3		2	3	Neptune		1000	0.75	100	55.0		
East Orange	Essex	82.1	275	23		42		Township	Monmouth	15.1	43		10	11	3
East Paterson	Bergen	28.4	31	-	2	- 1		New Brunswic	k. Middlesex	39.9	243			23	14
Elizabeth	Union	115.9	630	58		68		Newark	Essex	449.2	2,472	186	341	131	188
Englewood	Bergen	25.6	77	9		25		Newton	Sussex	6.0			15	8	3
Pair Lawn	Bergen	33.6		3	5	5		North Arlingte	on Bergen	19.9	35	1	1	2	4
Flemington	Hunterdon	3.4	18	8	10	12		North Bergen		I TOTAL	100				
Fort Lee	Bergen	12.7	39	3	3	2		Township	Hudson	42.5	184	9	18	26	11
Freehold	Monmouth	7.9	35	4	14	10		North Plainfie	ld. Somerset	13.8			11	13	1
Garfield	Bergen	. 29.0		12	12	13		Nutley	Essex	29.8	87		8	4	11
Gloucester Cit		14.7	69			8		Ocean City	Cape May	6.9	54			9	11
Hackensack	Bergen	. 30.8				32		Orange	Essex	. 39.5	189			13	17
Haddonfield.	Camden	10.8				4		Passaic	Passaic	. 58.1	403			30	30
Hammonton.	Atlantic	8.8			9	8		Paterson	Passaic	. 141.0	852	78	126	84	61
Harrison	Hudson	13.2			9	2	5	Pennsauken	A CONTRACTOR OF THE PARTY OF TH	145			17.00	200	
Hawthorne	Passaic	15.8			5	8	3	Township.	Camden	. 25.5	48	1 2	7	9	4
Hillside		10.0	-	1				Perth Amboy	Middlesex	42.8	274	30	52	31	21
Township.	Union	. 22.3	90	1	7	9	8	Phillipsburg.	Warren	. 19.4	109	1 2	1 9	13	3

C SM, 1955.



ATLANTIC CITY IS BIGGER THAN YOU THINK!

A market of over 100,000 population-

- * per capita food sales are first in the United States
- ★ per capita retail sales are third in the United States ★ per capita drug sales are second in eastern United States
- ★ per capita home furnishing sales are fourth in eastern United States ★ Quality Market Index is second in eastern United States

Atlantic City Press

... covers New Jersey's best BIG-CITY market!

Rolland L. Adams, Publisher DeLisser, Inc., National Representatives

The	"SM"	symbols	mark	original	, exclu-
		as her Cd			

NEW JERSEY - (Continued)

and arrival		Pop.	N	UMBE	R OF O	UTLET	8		Pop.	N	UMBE	e or O	UTLET	s
City	County	thous.)	F	GM	FHR	A	D	City County	thous.)	F	GM	FHR	A	D
Plainfield	Union	45.6	196	23	49	26	23	SummitUnion	18.9	50	. 7	13	17	6
Pleasantville.	Atlantic	12.4	68	5	10	8	4	Teaneck				010	-	
Point Pleasant	to the second	1000		100-11		00	200	TownshipBergen	39.0	73	5	19	3	(
Beach	Ocean	3.3	19	6	0	7	3	Trenton Mercer	129.9	725	59	10	62	54
Princeton	Mercer	13.0	29	6	13	12	6	Union City Hudson	55.7	390	40	63	26	35
Rahway	Union	23.6	78	10	14	17	7	Union Township., Union	45.5	105	7	16	7	10
Red Bank	Menmouth	13.8	69	14	27	23	9	Verona Essex	11.9	30	2	7	5	
Ridgefield	Bergen	20.3	14	-	-	2	1	VinelandCumberland	31.8	50	10	15	18	
Ridgefield Par	kBergen	12.3	43	4	7	6	3	WashingtonWarren	5.0	31	4	8	11	1
Ridgewood	Bergen	18.9	44	6	19	18	7	West New YorkHudson	37.3	237	31	44	17	20
Roselle	Union	19.8	67	3	5	8	3	West Orange Essex	30.2	79	3	5	7	1
Roselle Park.	Union	12.4	43	5	6	7	4	WestfieldUnion	22.8	51	8	17	. 14	1
Rutherford	Bergen	18.3	34	3	22	11	6	WestwoodBergen	7.6	29	5	10	9	:
Salem	Salem	9.4	52	5	13	6	4	Wildwood Cape May	5.7	69	11	11	12	-
Sayreville	Middlesex	11.4	40	-	2	1	1	Woodbridge		71.67	4	1111		
Somerville	Somerset	12.9	42	9	17	19	5	TownshipMiddlesex	39.9	135	10	10	10	1
South Orange	Essex	15.0	32	2	11	13	6	WoodburyGloucester	12.2	37	5	11	10	. (
South River	Middlesex	11.8	63	10	18	0	4							

COUNTIES P	Matro-		POPULA ES 1/	ATION TIMATI	ES	Malla.	TIVE B	2			Sarp.	O	272	L SALES	1054			SALES ADVER ING CONTR	TIS-
	politan Area	Total	%	Fami-	Urben- ized	Net	· eg	Per	Per	Dollara	*	Coun-	(lir	FIVE 81	ORE GRO			Buying	Qual-
		(thou- sands)	U.S.A.	(theu- sands)	Papu- lation (thou- sands)	Deliare (add 000)	% of U.S.A.		Fam- ily	(add -	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Forn House- Radio	Auto- motive	Drug	Power	ity in- dex
Atlantic	9	140.2	.0063	44.0	122.5	208,396	.0830	1,488	4,736	214,415	.1261	4,873	53,844	10,507	10,464	22,834	6,616	.0988	112
▲ Atlantic City		61.7	.0380	19.4	110	93,530	.0372	1,516	4,821	149,110	.0877		32,052	9,074	8,009	14,263	4,675	.0525	138
Pleasantville		12.4	.0076	3.7	1 9	17,514	.0070	1,412	4.734	15,120	.0089		4,803	472	496	3,561	446	.0077	101
Hammonton		8.8	.0054	2.4		12,175	.0048	1,384	5,073	13,371	.0079	194				260	.0059	109	

▲ and △ See and of state for SM Metropolitan County Areas.

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HACKENSACK

NEW JERSEY

HERE'S A POT TO COOK IN...

BERGEN COUNTY, N. J. 653,500 Population

EFFECTIVE BUYING INCOME NEARLY \$11/2 BILLION

3rd Largest Market in New Jersey 9th Richest Market in United States One Daily Newspaper

Bergen Evening Record

National Representatives: WARD-GRIFFITH CO., INC.

NEW JERSEY - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-	0	POPULA ES 1/1	TION TIMATI	ES	AGITA.	TIVE BINCOME					•	777	L SALES	1964			SALES ADVER INC	TIS-
COUNTIES	politan Area	Total	at	Fami-	Urban-	Nat	~	Per	Per	Deliara		Coun-	(ir	FIVE 81	ORE GRO			Buying	Owai
		(thou- eands)	U.S.A.	(theu- sands)	Population (thou- sands)	Dollars (add 600)	% 0f U.S.A.	Gap- ita	Fam- lly	(add 000)	U.S.A.	Sales Per Fam- lly	Food	General Mdec.	Furn- House- Radio	Auto- metive	Drug	Power Index	ity in- dex
Bergen	900	083.5	.4019	200.2	842.4	1,425,541	.5677	2,181	7,121	597,783	.3516	2,806	203,490	23,627	34,951	111,757	15,614	.4897	117
Hackensack		30.8	.0180	8.9		64.078	.0255	2.080	7,200	115,750	.0680	-	31,760	15,378	9,295	20,288	2,480	.0369	195
Englewood		25.6	.0157	7.8	-	74,716	.0298	2,919	9.831	48,408	.0278		12,739	1,474	3.017	18,653	1,011	.0262	167
Ridgewood		18.9	.0116	5.8		67.925		3.594		38,842	.0229		10,866	1,048	2,346	13,411	1,574	.0227	196
Tespeak					-						101-1	4		11 15				7101	16.5
Township		39.0	.0240	11.1		107,482	.0428	2.756	9.683	39,196	.0172		17,748	333	1,701	1,435	537	.0314	131
Rutherford		18.3	.0113	5.6		80,089	.0199	3.737	8,944	25,205	.0148		8,026	658	1,994	7,880	778	.0167	148
Pair Lawn		88.6	.0207	10.1		74,746	.0398	2.225	7,401	23.012	.0135		10,926	358	518	833	976	.0331	113
Garfield		29.0	.0178	8.6		51,094	.0903	1,763	5,941	10,790	.0117		7,765	282	948	4,063	445	.0172	97
Westwood		6.6	.0047	2.4		17,707		2,330		17,805	.0104		5,395	655	2,098	8,937	227	.0076	163
Bergenfield		22.0	.0135	6.8		48,490	.0193	2,204	7,131	16,188	.0098		6,113	595	1,208	2,783	835	.0152	113
Little Ferry		5.1	.0031	1.8	3	8,349	.0033	1,637	4,638	16,846	.0100		2,343		1,310	19,288	114	.0053	171
Cliffside Park		17.9	.0110	5.8	5	40,248	.0160	2,248	7,317	15,380	.0000		7,530	350	1,093	2,216	391	.0129	117
Lyndhurst											1			19(1)				1.900	
Township		20.0	.0123	6.1		47,857	.0191	2,393	7,845	14,709	.0086		5,990	122	263	3,423	430	.0146	110
Ridgefield			111111111111111111111111111111111111111		1	-		rin)								0.4(20)		The state of	1
Borough		20.3	.0125	6.1		45,129	.0180	2,223	7,398	14,333	.0085		2,421			1,871	270	.0141	
Dumont		16.8	.0103	4.7	7	84,601	.0138	2,060	7,362	7,079	.0041		3,694	155	247	633	249	.0102	
Bost Paterson.		28.4	.0175	8.0		54,129	.0216	1,906	6,766	7,811	.0046		2,898	100	421	350	99	.0157	
Fort Les		20.3	.0126	6.1		46,150	.0184	2,273	7,325	16,474	.0095	0.5	3,797	133	708	796	841	.0146	
Lodi		24.1	.0148	6.8	5	40,554	.0161	1,683	6,239	13,595	.0080		3,662	186	1,104	2,416	163	.0134	
North Arlington		19.9	.0122	5.8	3	41,921	.0167	2,107	7,228	9,723	.0057		4,222	40	182	615	620	.0125	
Ridgefield Park		12.3		3.6		25,366	.0101	2,062	7,046	11,504	.0068		4,106	112	351	4,027	211	.0086	
Burlington	100	100.1		40.1		247,281			6,135	121,588	.0715	3,016	35,854	2,795	4,119	23,483	2,750	.0904	
Burlington		12.9	.0079	8.4		17,603	.0070	1,372	5,204	20,627	.0121		4,456	929	1,256	6,920	642	.0087	110
Camden	100	329.0	.2024	97.1	309.6	864,119		1,715		330,512	.1997	3,489	101,773	21,897	24,177	67,064	7,336	.2120	
Camden		129.2	.0795	36.7		207,426	.0826	1,606	5,652	188,292	.1107		80,794	17,156	19,493	34,102	3,951	.0904	
Collingswood		17.8	.0106	5.7	7	39,292	.0156	2,271	6,893	22,976	.0135		8,471	460	444	6,388	817	.0140	132
Township		25.9	.0159	8.9		47,942	.0191	1,851	5,387	17,915	.0105	1	3,661	549	613	6,374	278	.0150	100

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Builds Big Buying in BRIDGETON!

- The BRIDGETON EVENING NEWS is the busy daily performer in this rich New Jersey buying center. In Cumberland County this newspaper stands out over the other two county dailies by 7-to-1 preference!
- Bridgeton's 400 retail outlets are set to serve this thriving city-and-farm market of 67,000 high income prospects. And their annual retail purchases ring up a \$38,000,000 total!
- We'd like to send you the detailed "inside story" on this unusually interesting 1955 market. Write or call and we'll rush the details to you.

BRIDGETON Evening NEWS .

Mapresented Nationally by THE JULIUS MATHEWS SPECIAL AGENCY New York, Boston, Chicago, Philo., Detroit, Syracus

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW JERSEY - (Continued)

SE 35	Metre-		POPULA ES 1/1	TIMATI	ES	AGUID.	TIVE B					J	777	SALES	1964		1 1 1 1	ADVER'	TIS.
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Net	% of	Per	Por	Deliare	% of	Coun-	(in	FIVE ST	ORE GRO	OUPS —add 900)		Buying	Qual-
		(thou- sands)	U.S.A.	(thou- sands)	Population (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 006)	U.S.A.	Sales Per Fam- ily	Food	General Mdae.	Furn House- Radio	Auto- motive	Drug	Pewer	in- dex
Gloucester City		14.7	.0090	3.9		21,099	.0084	1,435	8,410	13,180	.0072		5,480	79	183	1,850	258	.0082	91
Haddonfield		10.8	.0066	3.3		30,958		2,866		14,750	.0086		5,833	100	879	3,249	659	.0101	153
Cape May		41.0		13.3	20.0	54,472		1,329		82,903	.0389	4,730	19,293	3,854	1,865	8,676	1.330	.0270	107
Wildwood	100	5.7	.0035	2.1	-	8,014		1,406		21,208	.0125		6,665	1,040	925	3,745	426	.0061	174
Ocean City		6.9	.0042	2.6		9,830		1,425		16,369	.0006		4,733	1,844	534	2,480	450	.0067	136
Cumberland		98.6		29.5		135,630		1,376		100,245	.0843	3,703	28,960	4,121	6,453	20.828	2.046	.0584	96
Bridgeton		19.7	.0121	6.0		27,985		1,421		37.077	.0218		10,550	1,478	2,869	7,712	663	.0145	120
Vineland		31.8	.0196	9.2	1000	48,85.		1,536		45,470	.0268		10,369	1,887	2,127	7,652	967	.0217	111
Millville		16.9	.0104	5.8	-	23,987		1,410		20,192	.0119		5,736	734	1,244	4,944	358	.0105	101
E200X		962.4	.8020	286.0	962.4	1,990,307	.7926	2,068	6,945	1,258,731	.7403	4,392	326,539	157,077	83,076	198,054	33,740	.7388	124
Newark	1	449.2	.2763	128.9		831,608	.8311	1,851	6,452	748,196	.4400		159,717	139,698	57,286	88,413	17,913	.3528	128
East Orange		82.1	.0505	26.4		201,796	.0804	2,458	7,644	110,052	.0647		28,609	8,779	6,732	26,449	2,818	.0697	138
Irvington		62.2	.0383	19.6		131,390	.0523	2,112	6,704	79,676	.0460		24,043	2,806	8,372	26,469	2,206	.0479	125
Montelair		45.2	.0278	13.3		134,336	.0535	2,972	10100	66,418	.0390		20,380	2,031	8,500	16,923	2,019	.0440	158
Orange		39.5	.0243	11.3		76,035	.0303	1,925	8,729	50,633	.0298		20,017	2,009	2,831	2,524	1,496	.0290	119
Bloomfield		53.6	.0330	16.2		112,436	.0448	2,098	6,940	47,543	.0280		17,214	1,810	2,407	5,280	2,030	.0374	113
Belleville		34.1	.0210	9.6		63,958	.0255	1,876	6,662	24,001	.0144		9,649	485	915	6,561	732	.0213	101
South Orange.		15.0	.0092	4.0		59,934	.0238	3,996	14984	19,176	.0113		4,493	219	465	9,188	"084	.0172	197
Maplewood				1			2.000	1						1338		100	11/2		10
Township		26.8	.0162	7.5		71,728	.8286	2,727	9,962	20,478	.0121		7,808	185	889	6,110		.0212	131
Nutley		29.8	.0183	8.8	5	74,098	.0298	2,487	8,717	19,617	.0115		9,004	272	707	1,794	773	.0219	120
West Orange		30.5	.0186	8.8	5	77,679	.0300	2,572	9,139	17,507	.0103		5,818	156	707	2,791	462	.0223	120
Millburn		1	1				1821			Name of the								1.0	
Township		15.9	.0092	4.1	B	55,859	.022	3,518	11637	20,114	.0110		5,634	6,619	1,403	981	554	.0166	100
Verena		11.9	.0073	3.5	3	26,802	.0107	2,252	8,376	11,238	.0066		3,417	103		2,143	387	.0088	121
Gleucester	106	104.5	.0841	31.	83.5	108,258	.0871	1,610	5,393	76,300	.0448	2,440	23,278	1,392	3,754	16,947	1,888	.0598	90
Woodbury		12.5	.0075	8.1	8	27,830	.010	2.235	7,189	19,438	.0114		5.640			7,465	817	.0104	139

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Before using these figures, see explanation page 11

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ONLY THE DAILY HOME NEWS THE SUNDAY TIMES

ARE NEEDED TO SELL YOUR PRODUCT IN THE FAST GROWING

NEW BRUNSWICK RARITAN VALLEY MARKET

HERE IS THE EVIDENCE!

ADVERTEST, NATIONALLY AC-CREDITED RESEARCH ORGANIZA-TION, in a survey made for a nationwide welface organization (local

wide welfare organization (local branch) found that *The Daily Home* News and *The Sunday Times* completely dominated the market. The results were as follows:

DAILY HOME NEWS - SUNDAY TIMES .. 95.3% READERSHIP

Nearest metropolitan newspaper readership 16.9%

10.570

Second metropolitan newspaper readership 15.5%

ASK FOR THE DAILY HOME NEWS ADVERTISING READERSHIP STUDY

The Daily Home News

NEW BRUNSWICK, NEW JERSEY

The Sunday Times

BRANCH OFFICE: 45 WEST 45 ST., NEW YORK, N. Y.

NEW JERSEY - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		0		TION TIMATI	ES	# Q/V	TIVE BINCOMI	2				0	777	L SALES	-1984			SALES ADVER INC CONTR	TIS-
COUNTIES	Metro- politan Area	Total	-	Fami-	Urban- ized	Net		Per	Per	Dellara	•	Coun- ty	(Je		TORE GRO			Buying	Oual
		(thou- sands)	U.S.A.	lies (thou- eands)	Population (thou- cande)	Deliars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdes.	Furn House- Radio	Auto- motivo	Drug	Power Index	ity In- dex
Hudson	998	867.7	.4107		067.7	1,183,129	~ ~ ~ ~ ~		5,837	630,870	.3764	3,167	212,700	28,451	46,254	70,613			105
Jersey City	0	302.5		88.1		527,502			5,988	287,239	.1689		96,909	9,113	20,933	30,289		.1929	
Union City		55.7	.0343	18.4		102,690			5,581	83,854	.0493		24,928	11,684	6,319	7,532		.0421	
Bayonne		79.6		22.6		144,759	3555.5	-	6,405	69,944			25,260	2,386	6,119	5,959		.0510	
Hoboken		51.1	.0314	15.4		85,053			5,523	55,357	.0325		15,542	1,754	3,100 5,431	4,490		.0330	
West New York North Bergen		37.3	.0229	13.2		72,064	.0287	1,932	5,907	51,533	.0303	1	17,430	2,000	8,901	6,151	1,328	.0300	1.00
Township		43.5	.0261	12.9		81,343	.0324	1,914	6,306	33,610	.0198		10,206	198	2,311	10,037	492	0274	105
Kearny		40.3	.0248	11.7		72,496	.0289	1,799	6,196	30,683	.0180		12,479	504	980	5,779	1,121	.0248	100
Harrison		13.2	.0081	3.5	-	21,263	.0085	1,611	6,075	12,382	.0073	130	4,457	436	835	263	481	.0081	100
Hunterdon		46.4	.0286	14.1	8.3	67,227	.0267	1,448	4,768	80,598		3,888	12,106	920	2,429	6,337	383	.0280	
Flemington		3.4		1.0		7,076			7,070	36,611	.0098		3,054	323	1,421	2,378	271	.0048	
Mercer	151	253.0			218.7	470,039			286,8	327,668	.1927		88,885	30,498	15,274	55,866	6,900	.1826	
▲Trenton		129.9		38.8		234,301			6,994	226,423	,1332		57,860	28,929	13,362	32,780		.1026	
Princeton		13.6				36,882			13173	21,350	.0125		5,611	505	1,547	4,985	868	.0127	
Middlesex	. 99B	296.7	1		261.7	029,529			6,230	302,172		3,555	90,006	15,656	20,042	42,420	6,524	.1951	
New Beunswick	t l	39.0	.0345	10.0		76,749	.0306	1.924	7,041	88,501	.0521		21,909	7,766	8,681	12,618	2,197	.0358	146

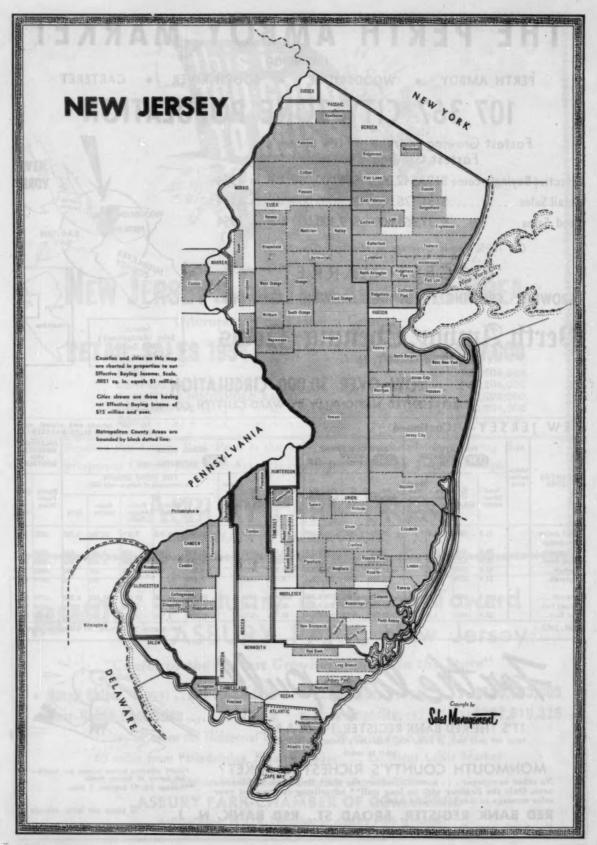
A and A See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.



THE PERTH AMBOY MARKET

INCLUDING

PERTH AMBOY . WOODBRIDGE . SOUTH RIVER . CARTERET

107,367 CITY ZONE POPULATION

Fastest Growing Market in New Jersey's Fastest Growing County

Effective Buying Income \$193,542,000 . . \$54,000,000 UP in 1954

Retail Sales\$131,176,000 ..\$25,000,000 UP in 1954

Food Sales\$ 37,364,000..\$ 9,400,000 UP in 1954

Get 100% Family Coverage in Middlesex County's

BIGGEST MARKET

GROWING...GROWING...GROWING...GROWING.

Perth Amboy Evening News

PERTH AMBOY, N. J.



NOW OVER 30,000 CIRCULATION

REPRESENTED NATIONALLY BY WARD-GRIFFITH CO., INC.

NEW JERSEY - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Matro-	0	POPULA ES 1/1	ATION TIMATI	ES	#GITA	TIVE B			100		0	777	L SALES	1964			SALES! ADVER INC	ITIS-
COUNTIES	pelitan Area	Total	% at	Fami-	Urben-	Not	5	Per	Per	Dollare	*	Coun-	Or	FIVE ST	of deliars			Buying	Oun
Perth Amboy		(thou- sands)	U.S.A.	(thou- nands)	Population (there- eands)	Deliars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Salea Per Fam- ily	Food	General Ffiries.	Furn House- Radio	Arto- motive	Drug	Powar	ity in- dex
Perth Amboy Woodbridge		42.8	.0263	12.6		75,000	.0001	1,760	8,008	81,618	.0480		19,723	3,444	7,976	14,184	1,760	.0347	133
Township		39.9	.0245	10.8		73,616	.0280	1,820	6,916	25,222	.0148		9,266	560	535	2,458	613	.0238	97
South River		11.8	.0073	3.2		23,014	.0088	1,866	6,879	13,366	.0079		4,364	426	927	2,426	414	.0082	112
Carteret		13.5	.0083	3.6		23,213	.0092	1,719	6,448	10,970	.0084		4,010	585	611	837	285	.0082	99
Sayreville		11.4	.0070	8.7		23,300	.0080	1,957	6,029	6,279	.0037		1,779		78	255	85	.0070	100
Aonmouth		280.2	.1600	77.8	184.5	448,000	.1796	1,724	5,759	320,456	.1885	4,114	91,363	18,186	15,533	48,923	8,363	.1779	111
Asbury Park		18.5	.0114	5.6		84,680	.0138	1,875	6,193	66,231	.0390		13,930	10,125	4,946	11,650	1,812	.0209	193
Red Bank		13.8	.0085	4.3		28,788	.0115	2,086	8,695	52,733	.0310		11,220	2,810	2,943	11,258	1,342	.0168	198

O SM. 1955.

Before using these figures, see explanation page 11

For the long pull

IT'S THE RED BANK REGISTER, 14,300 A.B.C. total net paid excl. of bulk, ABC Publisher's Statement 9/30/54

MONMOUTH COUNTY'S RICHEST* MARKET?

No other newspaper . . . none . . . eovers the rich* Red Bank-Middletown area. Only the Register with its long pull* advertising can present your sales message in this responsive market.

*\$6695 effective buying income per family— SM Survey of Buying Power **Average life of Register, 5 days

RED BANK REGISTER, BROAD ST., RED BANK, N. J. New Jersey's outstanding weekly —Thomas Irving Brown, publisher

50 pages per issue, average



NEW JERSEY'S FASTEST GROWING AREA

(Monmouth and Ocean Counties)

RETAIL	SALES	1954								\$427	.569	.000	
--------	-------	------	--	--	--	--	--	--	--	-------	------	------	--

							120,603,000
GENERAL MERCHA							21,294,000
FURNITURE-HOUSE							20,698,000
AUTOMOTIVE .	 						60,094,000
DRUG	 						11,026,000

Source: Sales Management

Because the Asbury Park Press is the only newspaper completely covering this prosperous Central Jersey market, it is essential to full New Jersey coverage.

ASBURY PARK PRESS

ASBURY PARK, N. I.

Industry is Moving Toward ASBURY PARK, New Jersey:

"Center of the Fastest Growing Market in the State"

- Retail Sales, (1954) .. \$427,569,000 Food Sales, (1954) \$120,603,000
- Year-Round Population . . . 327,000
 Bank Deposits, (12/31/54) \$292,018,329

Plenty of room for Industrial Growth . . . 55 miles from New York . . . 65 miles from Philadelphia. Fine Highways . . . Excellent Labor Market

Write or Wire for the Complete Market Picture

ASBURY PARK CHAMBER OF COMMERCE

Asbury Park, N J . Telephone: Asbury Park 2-6666



NEW JERSEY - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metre-	J		ATION STIMATI	ES	60/7A	TIVE B				. 4	O	773	SALES	1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total		Fami-	Urban- ized	Not	OZ.	Per	Por	Dollars	Œ	Coun-	(in	FIVE ST	ORE GRO	oups add 000)		Buvine	Qual
		(thou- sands)	of U.S.A.	(thou- sands)	Population (thou-sands)	Dellars (add (800)	% nf U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- mative	Drug	Power Index	ity in- dex
Long Branch		28.4	.0178	8.4		48,704	.0194	1,715	5,798	30,705	.0234		14,030	1,921	1,567	6,151	1,127	.0202	115
Freehold	1111	7.0	.0049	2.5	117	12,935	.0052	1,637	5,174	17,147	.0101	1975	5,163	517	1,662	2,834	477	.0066	135
Township		18.1	.0003	4.0		26,090	.0104	1,728	5,324	16,027	.0094		4,634	Y Toron	392	3,311	262	.0099	108
Morris	90B	188.0	.1157	82.7	108.9	350,646	.1307	1,065	5,654	184,127	.1083	3,494	57,861	10,925	0,981	29,286	4,428	.1254	100
Morristown		18.1	.0111	5.3		38,707	.0154	2,139	7,303	47,949	.0003		10,873	7,134	3,431	9,330	1,482	.0187	168
Dover		11.9	0073	3.3		23,451	.0089	1,887	6,883	30,913	.0181		9,957	1,762	1,872	6,960	660	.0113	158
Boonton		7.0	.0049	2.3		- 14,654	.0058	1,855	6,371	14,474	.0085		4,560	298	545	2,695	447	.0084	131
Madison		- 11.7	.0072	3.1		30,778	.0123	2,631	9,928	10,971	.6065		4,568	238	484	1,431	391	.0095	133
Point Pleasant		08.8	.0411	22.0	23.2	88,925	.0358	1,348	4,088	107,114	.0630	4,869	29,240	3,158	5,105	12,171	2,723	.0451	110
Bonch		3.3	.0020	1.6		5,376	.0031	1,630	5,376	15,463	.0001	4.19	8,051	949	1,755	1,761	353	.0042	210
Paccalc	998	380.8	.2219		350.4	673,388		1,868		496.810		4,335	123,385	38,924	40,083	. 72,724			
Paterson	1	141.0	.0867	43.6	1	232,435	.1006	1,790	5,790	241,201	.1419		82,008	28,628	21,161	37,308	5.397	.1102	127

C SM. 1955.

Before using these figures, see explanation page 11

THE J. C. WILLIAMS CO. J. C. WILLIAMS ADV.

AA POSTERS • Jr. POSTERS
PAINTED BULLETINS • Jr. BULLETINS

Asbury Park, N. J.

THROUGHOUT CENTRAL EASTERN NEW JERSEY

Member Outdoor Advertising Association of America

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

AMONG ALL NEW JERSEY CITIES WITH POPULATIONS OF MORE THAN 100,000 PASSAIC-CLIFTON

RANKS

THIRD IN AVERAGE FAMILY INCOME
TOTAL NET BUYING INCOME EXCEEDS
\$263,000,000

THE HERALD-NEWS

of Passaic-Clifton, N. J.

New York General Advertising Office—18 E. 41st St., New York 17 James J. Todd, Manager—Murray Hill 5-0131

	Metro-		POPULA ES 1/1	ATION TIMATI	ES	AUTA I	TIVE BINCOME		200		1	O.	777	L SALES	1954			BALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urban-	Net	%	Per	Per	Dollara	qg	Goun-	(in	FIVE \$1 thousands	of dollars			Buying	Oual
11/1	11 he	(thou- eands)	of U.S.A.	(thou- sands)	Papu- lation (thou- sands)	Dollars (add 000)	% 01 U.S.A.	Cap- ita	Fam- ily	(add 600)	% of U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Passaie-Clifton .		181.9 58.1	.0811	17.8		#83,#80 113,929	.0454	1,961	8,589 6,401	179,848 124,636	.0738		48,818 81,457	9,#88 9,001	18,534 13,400	#4,089 15,761	8,070 2,260	.1008	145
Clifton Hawthorne		73.8 15.8	.0454	23.2		149,351 32,733			6,728	54,612 11,204	.0321		14,861 3,374	285 86	3,134 357	8,328 4,007	810 206	.0485	
Salem	162	54.3 9.4	.0334	16.3		87,156 15,648			5,347 5,216	40,871 13,405	.0293	7.000	14,182	1,317	3,100 1,121	8,806 1,432	1,063	.0328	
Somerville	998	113.7	.0700		71.3	199,616 26,356	.0796	1,786	8,297 6,758	104,114	.0612		30,696 8,052	2,801 1,818	4,193 3,145	19,788 5,634	2,317 1,025	.0721	103
Bound Brook North Plainfield		\$.8	.0054	2.5		15,627	.0082	1,776	6,251	15,654	.0092		4,576	340	684	3,598	836	.0069	128
North Plainheid		13.8		4.0		26,924	10.10	2,000	6,781	10,409	.0061		3,039	42	387	4,601	80	.0089	105
Newton		37.2 6.0	.0228	11.2	10.6	48,583 9,233	W-01/12/09/	0.0000	4,338 5,431	30,594 12,324	.0233	3,535	11,758 5,038		1,062	8,043 2,975		.0212	130

The Elizabeth Market

Is One of New Jersey's Greatest Potential Sales Areas!

Elizabeth, the big COUNTY shopping center and the 15 community market area account for 75% of Union County's \$475,516,000 retail sales.



UNION COUNTY CONTINUES TO ENJOY SPLENDID GAINS IN E. B. INCOME AND RETAIL SALES — NOTE THE NEW HIGHS

- E. B. Income_\$952,904,000 Retail Sales_\$475,516,000
- Retail Food_\$140,673,000 Retail Drugs_\$ 11,530,000
- Retail Furn. Home Furns. Radio _____ \$ 29,814,000

Source-Sales Management Survey of Buying Power 1955



Do a selling job for the dealer . . . win consumer acceptance for your product . . . advertise in the newspaper that is the favorite of both . . . the Elizabeth Daily Journal.

Journal's Circulation Climbs to an ALL TIME HIGH!

Largest in Journal's History

49,214

*Daily Net Paid

*Publisher's statement for February, 1933

Elizabeth Daily Iournal

Special Representative: WARD-GRIFFITH CO., INC.

NEW JERSEY - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

- allah	Metro-	0	POPULA D ES	TION TIMATE	ES	AQUA !	TIVE BI					0	773	L SALES	1954	g je		SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	or.	Fami-	Urban- ized	Not	07.	Per	Por	Deliars	0%	Coun-	(lir	FIVE ST	ORE GRO			Buying	Qual
		(thou- eands)	W.S.A.	lies (thou- sands)	Popu- iation (thou- sands)	Deflars (add 000)	u.s.A	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdes.	Furn House- Radie	Auto- motive	Drug	Power Index	In- dex
Union	998	441.1	.2714	130.2	441.1	952,904	.3795	2,100	7,319	475,516	.2797	3,662	140,673	27,241	29,814	82,622		.3279	
Elisabeth		115.9	.0713	33.4		228,586	.0910	1,972	6,844	154,257	.0908		40,838	13,472	10,093	28,488	3,763	.0870	
Plainfield		45.6	.0281	13.2		101,805	.0405	2,233	7,713	88,355	.0519		23,534	10,042	6,262	16,280	1,814	.0414	147
Linden Union		34.4	.0212	9.5		60,865	.0278	2,031	7,354	35,445	.0209		11,131	663	1,815	7,008	862	.0344	115
Township		45.5	.0280	13.0		100,870	.0402	2.217	7,759	35,227	.0207		11,715	515	1,665	2,630	864	10310	114
Rahway		23.6				49,396			7,264	28,962	.0170		8,840		4,098	4,550	612	.0179	123
Westfield		22.8				70,377			10504	28,508	.0168		8,471	1,017	1,802	6,815	1,219	.0219	156
Summit		- 18.9				50,192			10961	28,221	.0166		8,285	570	1,407	7,803	880	.0191	
Township		22.3	.0137	6.5		50,267	.0200	2,254	7,733	19,423	.0114		6,575	200	552	3,855	399	.0162	118

O SM, 1955.

The "Sellingest" City in North Jersey!

Don't be Misled about it.

Of all the large markets in northern New Jersey, Plainfield does more retail business per capita than does any other (11% above Trenton the next best). Its grocery sales per capita are 45% better than Newark's . . . automotive sales are 81% better. It exceeds Elizabeth, its sister city in Union County, by 45% in total retail sales per capita, by 45% in food and in automotive sales, by 24% in drug store sales. Sales Management gives Plainfield its highest "Quality of Market Index" for all major cities of the State.

Don't let the 44,700 population figure listed below mislead you in judging the market. The true A.B.C. City Zone shown on the map to the right embraces 89,376 people. The Courier-News affords higher circulation penetration of its market than does any other daily in New Jersey or in New York City.



More than 89,376 people live within 4 miles of Plainfield City Hall (A. B. C. City Zone).

No outside New Jersey or New York newspaper adequately reaches Plainfield housewives. Less than 5% of the people make the difficult daily commuting trip to New York. The Plainfield Courier-News affords 96% coverage.

PLAINFIELD COURIER-NEWS

Represented nationally by J. P. McKinney & Son, Inc.

Member: The Gannett Group Plainfield, N. J.

New York . Chicago . San Francisco

sive	estimates	by	SA	LES	MANAGE	MENT.
-		1		T		

NEW JERSEY - (Continued)

V-224	Metro-		POPULA ES 1/1	TION TIMATI	ES	MAITA I	TIVE B			lavi		•	277	L SALES	-1954			SALES ADVER ING CONTR	TIS-
COUNTIES CITIES	politan Area	Total		Fami-	Urban-	Not	07.	Per	Per	Dollars	er.	Coun-	(ir	FIVE ST	ORE GRO			Buying	Oual
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou-sands)	Dellars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Foed	General Mdee.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- des
Cranford Township Roselle Roselle Park Warren Easten, (Pa.) Wilson, (Pa.)	4	21.5 19.8 12.4 58.3	.0122	6.3 5.6 3.4 17.7		53,188 43,627 27,477 89,234	.0174	2,203 2,216		15,199 11,842 9,061 86,554	.0039 .0070 .0053 .0327	3,139	7,305 5,687 3,951 14,934	258 110 192 3,483	311 407 353 2,795	380 690 1,372 11,676	425 206	.0150 .0132 .0086 .0348	108 113
Phillipsburg. (N. J.) Phillipsburg Washington		63.8 19.4 5.0	.0119			108,562 32,243 7,647	.0128	1,662	5,744 5,758 4,779	97,098 15,779 13,286	.0671 .0093 .0078		#7,#85 5,337 2,838	8,495 160 794	7,080 689 1,115	16,887 3,068 4,242	135	.0485 .0116 .0045	97
Total Above Cities		3502.9	2,1543	1027.0		6,969,868	2.7753	1,990	6,787	4,784,141	2.7841		1,320,383	380,044	326,459	782,597	118,307	3.6548	123
State Total		5,332.8	3,2003	1,584.7	4652.3	9,001,039	3.9756	1,872	6,300	5,923,908	3.4840	3,738	1,702,568	407,641	364,657	937,096	143,858	3,6381	112

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.



STATION IN NEW JERSEY

covering 82% of the state plus a big bonus in New York.

WITH AUDIENCES

according to Pulse.

WITH ADVERTISERS

and 8 out of 10 are retail

WITH BUSINESS

which has been firm for the last five years and is now better than ever.

AAT 970 ON THE DIAL

NEWARK, N. J.

NEW JERSEY - Metropolitan County Areas

	Matro		POPULA ES 1/1		ES	AGUIT D	TIVE B		_	111111	April 1	•	2///	L SALES	1854			SALES ADVER INC CONTR	TIS-
AREAS	politan Arra	Total	Q.	Fami-	Urban- ized	Nat		Per	Per	Dollars	%	Coun-	(li	FIVE ST	ORE GRE			Buving	Oual-
		(thou- sands)	U.S.A.	lise (theu- sands)	Pepu- lation (thou- sands)	Deliars (add 000)	of U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Salee Per Fam- ily	Food	General Mdse	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Atlantic City 1Camden 2New York-N. E.	0	140.2	.0963	44.0	122.5	200,306	.0830	1,486	4,730	214,415	.1281	4,873	83,844	10,807	10,464	22,634	0,010	.0008	112
New Jersey	103	3,682.9	2.2855	1,101.4	3505.9	7,308,002	2.9091	1,904	6,833	4,048,123	2.3815	3,878	1,185,400	304,702	267,394	827,442	100,710	2.0219	116
Trenton	151	253.5	.1659	68.5	218.7	470,039	.1872	1,854	6,862	327,868	.1927	4,783	80,595	30,498	15,274	55,866	6,900	.1826	117
Total of Areas		4,078.6	2.8077	1,213.9	3847.1	7,983,497	3.1793	1,958	6,577	4,591,208	2.7003	3,782	1,319,848	345,707	293,132	706,142	114,220	2.9011	118

NEW JERSEY — M Income Breakdown of Consumer Spending Units

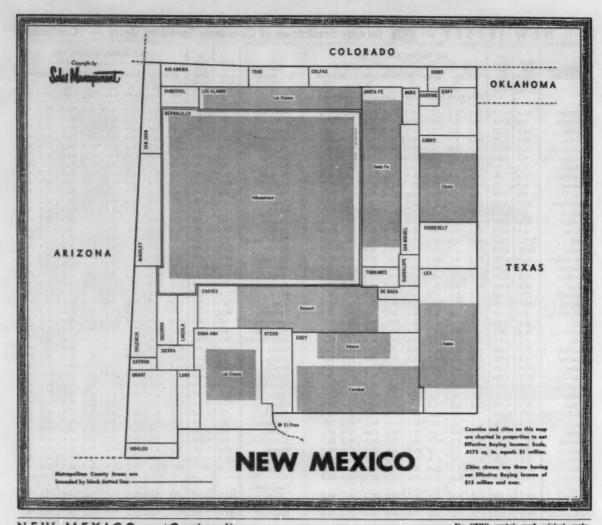
	Total	in- come	1		ET IN	COME	GROU	P8, 19	14			Total	In-		1	NET IN	COME	GROU	PS, 19	64	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2 % Units	499 % in- come	\$2,800 % Unite	-3,998 In- come	\$4,000 % Units	-6,996 % fa- come	\$7,000 % Unite	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-1 % Units	% tn-	\$2,500 Units	-3,900 % fn- come	\$4,000 Units	% In-	\$7,000 % Units	% in-
Atlantic	53.4	3,904	30.1	14.3	26.2	22.8	24.4	34.0	10.3	28.9	Bergenfield	6.0	6,989	11.4	2.3	13.5	8.5	43.6	34.0	31.5	57.2
Atlantic City	26.4	3,537	44.5	17.9	27.1	20.0	20.6	31.8	7.8	24.3	Little Ferry	1.6	5,414	18.8	4.9	20.5	12.8	41.2	41.5	19.5	48.7
Pleasantville	4.2	4,131	81.0	10.7	27.0	22.2	33.3	42.5	9.8	24.6	Cliffside Park	0.2	8,509	15.9	3.5	18.8	9.8	38.1	31.8	27.2	54.9
Hammonton	2.7	4,445	20.9	9.6	24.3	18.6	31.2	38.2	14.6	33.6	Ridgefield	13000	NAME OF	1							
Bergen	209.2	6,815	14.5	3.0	16.7	8.3	39.3	31.5	29.5	57.2	Borough	8.0	6,790	14.6	3.1	15.0	7.9	39.9	32.0	29.6	67.6
Hackenmack	10.9	5,891	20.3	4.9	22.6	13.0	34.5	32.0	23.6	50.1	Dumont	6.1	6,703	11.4	2.4	13.0	8.5	45.8	38.9	29.8	54.2
Englewood	9.8	7,752	19.8	3.6	18.0	7.9	31.7	22.3	30.5	88.2	East Paterson	8.2	6,625	11.4	2.4	17.3	8.8	44.0	36.2	27.4	82.8
Ridgewood	6.7	10,121	14.7	2.1	12.0	4.3	28.2	15.2	44.3	78.4	Fort Lee	7.6	6,557	17.8	3.9	18.8	9.7	34.6	28.8	28.8	57.0
Rutherford	. 6.4	7,802	14.0	2.6	14.3	6.1	37.0	25.6	34.2	65.7	Lodi	7.2	5,615	14.3	3.6	23.6	13.7	44.9	43.5	18.3	39.2
Fair Lawn	10.4	7,218	10.7	2.1	13.7	6.4	43.1	31.8	33.5	59.7	North	100 10	mile.	1000		1000		100		vii	
Garfield	9.0	5,689	13.4	3.4	22.5	13.5	44.3	42.4	19.9	40.7.	Arlington	8.4	6,576	10.9	2.4	13.4	6.9	48.0	39.7	27.7	51.0
Westwood	2.8	7,077	13.8	2.8	15.9	7.8	38.9	28.4	33.4	61.2	Ridgefield Park	3.9	6.454	15.6	3.4	16.4	8.8	41.9	35.4	36.1	52.8

N	EW	JE	RS	EY	_	- 0	M I	nco	ome	B	reak	lown of C	Con	sum	er S	pend							ied.
COUNTIES	Total Con-	in- come			NET IN	COME	GROU	PS, 19	54			COUNTY		Tetal	in- come		1	NET IN	COME	GROU	PS, 19	4	
CITIES	aumer Units (thous.)	Con- sumer Unit	\$0-2 Units	%	\$2,80 5 Units	0-3,990 % In-	\$4,000 Units	6,999 In- come	95	10 & C	% n-	COUNTIES		Con- sumor Units thous.)	Con- sumer Unit	\$0-2 Units	,490 % In- come	\$2,500 % Units	-3,999 % in- come	\$4,000 Units	-6,000 % In- come	\$7,000 % Units	& Over
Burlington	62.1	3,979	30.0	14.3	23.7	20.3	25.0	34.2	11.		1.2	South River		3.6	6,085	14.8	3.5	17.0	9.5	43.8	39.2	24.4	47.8
Burlington	105.8	4,407 5,331	20.3	9.5	28.0	20.0	31.6	39.1	13.		0.7	Carteret		3.4	5,252 6,577	18.2	4.9	26.1	18.9	40.9	42.4 87.5	14.8	35.8
Camden	43.4	4,778	34.4	7.3	26.6		35.2	40.1	13.		3.7	Monmouth.		92.6	4,847	31.2	8.2	23.8	18.7	29.9	33.5	15.1	40.6
Collingswood	6.2	6,380	16.8	3.7	17.8	9.2	39.9	34.1	26.		3.0	Asbury Park		7.9	4,404	35.2	11.4	28.6	20.5	26.3	32.5	11.9	35.6
Gloucester City Haddonfield	4.3 3.7	4,934 8,342	21.2 17.9	8.2	25.2 13.6		39.6	43.7	36.		2.8 0.7	Red Bank Long Branel		9.7	5,823	24.7	6.3 7.8	21.7	13.1	33.1	32.0	20.5	48.6
Cape May	14.0	3,006	44.7	17.4	25.8		20.2	30.0	9.		9.7	Freehold		2.5	5,149	25.1	7.0	25.0	16.5	32.9	34.7	17.0	41.8
Wildwood	2.2	3,641	48.1	18.8	28.0	26.2	19.9	29.7	9.	0 27	7.2	Morris		59.4	5,900	20.5	5.0	23.0	12.7	35.2	32.4	23.3	49.9
Ocean City Cumberland	32.7	4,042	49.0	17.3	19.0		17.5	23.6	14.		7.4	Morristown. Dover		3.9	5,717	25.5	3.6	21.7	12.9	30.9 40.6	29.4	21.9	51.3
Bridgeten	6.9	4,080	33.4	11.7	27.8		29.1	39.1	10.		8.4	Boonton	_	2.8	5,713	18.1	4.7	25.0	15.3	36.7	35.9	20.2	44.1
Vineland	11.7	4,181	31.9	10.9	27.8	22.6	29.0	37.7	11.	3 21	8.8	Madison		3.9	7,926	15.5	2.8	19.8	8.5	32.5	22.3	32.2	86.4
Millville	336.2	4,245	28.1	9.5	28.0		32.9	42.1	22.		8.0	Point Please		1.3	3,757	40.0 33.4	15.2	25.1	22.7	26.2	38.0	8.7	24.1
Newark	180.7	5,920	22.9	6.3	26.7	17.5	34.5	31.8	16.		0.6	Passais		123.3	4,213 5,462	10.6	5.1	23.6	14.1	38.7	38.6	19.1	42.2
East Orange	32.6	6,188	20.9	4.8	20.2		84.1	30.0	24.		4.1	Paterson		50.7	4,977	23.0	8.6	25.6	17.5	35.8	39.1	15.6	36.8
Irvington	21.2	6,293	14.5	3.3	18.5		42.1	37.0	24.		9.6	Passais		21.0	5,428	21.0	5.5	23.0	14.0	36.5	38.7	18.6	42.8
Montclair Orange	16.5	8,166 5,556	21.6	8.0	20.0	8.8 15.1	26.5	17.8	31.		7.2	Clifton Hawthorns.		23.6	6,340	12.3	3.8	16.0	9.0	41.8	38.6	25.0	49.6
Bloomfield	17.9	6,288	15.2	3.4	18.0		40.3	35.0	25.		1.4	Salem		17.9	4,881	28.0	8.2	22.5	15.7	35.4	39.7	14.1	36.4
Belleville	10.4	6,133	15.4	3.6	19.6	10.8	40.7	38.2	24.		9.4	Salem		3.5	4,521	31.2	9.9	25.4	19.1	30.5	36.6	12.9	34.4
South Orange Nutley	9.5	11,090 7,788	24.0 13.3	3.1	15.3	6.2	20.2	27.5	40.		3.9	Somerville		36.0	5,548 5,551	19.3	5.0 4.5	23.1	14.1	37.7 40.4	37.0	19.9	43.9
West Orange	9.6	8,000	14.3	2.5	16.0		36.0	24.3	33.		6.5	Bound Broo		2.9	5,448	20.7	5.4	22,7	14.1	38.8	38.8	17.8	41.7
Verona	3.5	7,675	12,3	2.3	17.8		34.3	24.3	35.		5.8	North Plaint		4.6	5,840	18.9	4.6	17.5	10.2	40.0	37.3	23.6	47.8
Gloucester Woodbury	33.4 4.3	5,038 6,359	27.5	7.8	21.5	9.5	36.5	39.4	23.		8.3	Sussox		12.1	4,031	31.9	11.3	28.1	27.4	25.9	34.9	9.7	28.4
Hudson	224.6	5,288	20.4	5.5	17.7		38.5	32.9 40.1	17.		9.0	Newton		143.1	4,120 8,660	15.6	3.3	17.3	8.9	38.3	31.3	28.8	58.8
Jersey City	101.3	5,200	20.5	5.6	24.9		38.1	39.8	16.	5 38	8.4	Elizabeth		38.7	5,910	18.6	4.5	21.3	12.2	37.8	34.4	22.8	48.9
Union City	20.8	4,941	23.6	6.8	24.7	17.0	36.8	40.6	14.		8.8	Plainfield		18.6	6,522	19.6	4.3	18.2	9.5	34.2 46.8	28.5	28.0	57.7
Bayonne Hoboken	25.5 18.9	5,887 4,503	17.6	8.6	19.8		42.7 33.2	40.9	19.		2.9	Rahway		7.8	6,445	11.6	3.5	15.0	7.9	42.4	38.4	26.5	81.7
West New York	13.1	5,490	17.1	4.4	24.0		40.3	40.0	18.		0.8	Westfield		7.8	9,394	14.8	2.2	13.8	5.0	29.3	17.0	42.1	75.8
Kearny	12.6	5,753	15.6	3.9	20.4	12.0	43.6	41.3	20.		2.8	Summit		6.4	9,231	17.0	2.6	16.0	5.9	28.6	16.0	38.4	74.8
Harrison	15.1	5,138 4,481	19.7	9.8	24.6	16.3	40.2 27.7	42.6	15.		4.5	Roselle Pari		8.6 4.0	6,807	13.4	2.7	15.7	8.1 7.7	42.3	34.8	29.6	54.4
Flemington	1.3	5,402	27.1	7.2	25.0		28.9	29.1	19.		8.0	Warren		19.4	4,596	27.1	8.4	20.1	19.3	33.9	40.2	12.9	32.1
Mercer	85.9	5,473	25.0	6.5	21.2	13.1	33.9	33.8	19.		6.6	Phillipsburg		6.5	4,982	20.9	6.0	23.9	16.3	40.6	44.3	14.6	33.4
Trenton	42.9 8.1	5,461 4,538	22.8 50.4	6.0 15.9	23.4		34.5 18.0	34.3	19.		5.1	Washington		1.8	4,320	26.7	8.8	30.7	24.1	32.6	41.1	10.0	26.0
Middlesex	96.7	5,476	21.2	5.5	20.1	12.5	39.6	39.3	19.	1 4	2.7	Total Above		102.2	5,675	21.4	3.4	22.4	13.4	35.9	34.5	20.3	46.7
New Brunswick Perth Amboy	16.5 14.2	4,663	34.0 19.8	10.4	20.9	15.2	80.2 40.2	35.3	14.	9 3	9.5	State Total	-	797.7	5,554	22.4	8.8	-	-		34.7	20.1	46.0
tata Amooy	14.6	1 0,010	1 18.0	0.0							na, Celo			1	NE)					-			
				1 0		lahe, I	iontana	, Nev	nda,	Utah	i, Wyom	ing.) — 14 1	. W	v n	N E /	110	-		Cou	ntie	s an	٥	ties
New Mexico	state n	пар—р	age 5		op.	N	UMBER	OF (DUTL	ETS		1111/6					1	op.	N	UMBER	OF C	UTLET	8
City		County		1	ous.)	F	GM	FHR	A		D	City	171		County	y	th	ious.)	F	GM	FHR	A	D
Albuquerque.					56.9	233	35	71		30	35	Los Alam						13.1					
Artesia					10.9	28	6	8		3	4	Portales.						9.5	28	4	8	16	
Carlsbad Clovis					25.6	48	8 7	14		7	7 8	Roswell Sante Fe.			naves			32.6	88	8	14 14	32 18	1:
Gallup					10.2	42	12	6		4	4	Silver City						8.1	20	4	8	14	1
Hobbs	Le	a		3	20.0	40	9	9		1	6	Tucumcar						9.5	26	6	7	14	
as Cruces	Do	na Ana	1	**	13.8	64	81	9	1	4	7	La Truck							100			11	
11 171 171 17 17 17 17 17 17 17 17 17 17			POP	ULATI	ON	8	EF	FECTI	VE B	UYIN	NG -1984	1 - 10	7.		RETA ES	IL SAL					1	SALES ADVE	RTIS-
	Metro	-	UM)	1/1/5	9			E8	TIMA	TES	-1954	Location	11		ES ES				A.IS			CONT	HULS
COUNTIES	polita: Area	1	1			Jrban-					116		0	orm-		FIV	E STO	RE GA	OUPS	000)		110	1
WITTEG	, and a	Total	1 9	F		ized	Net		6%	Per	Per	Dollars %		ty _	1			. commit	200	,	10	Buying	Oun

Pri line	Metro-			TION TIMATE	ES	40//2	TIVE B				1017	•	777	SALES	1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	Og.	Fami-	Urban- ized	Net	44	Por	Per	Dellars	9%	Coum-	(in	FIVE ST	of deliars			Buying	Qual
N.		(thou- sands)	u.s.a.	(thou- sande)	Population (thou- sands)	Dollars (add 000)	0.8.A.	Gap-i	Fam- ity	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Bernalillo Albuquerque. Catron.	3	185.8 186.9	.0985	52.1 47.4		303,777 266,991 2,724		1,702	5,831 5,633 3,891	109,230 177,708 1,309	.1045	3,632	39,931 35,342 529	18,811 16,629 104	15,116 14,908			.1167 .1088	108
Chaves		50.9 32.6			32.6	81,091 58,905	.0323	1,680	8,751 5,501	81,141 45,400	.0301		10,167 8,254	5,298 4,238	1,986 1,736	10,912 10,580	1,685	.0238	100
Celfax		15.9 27.0	.0166	8.1	8.0 21.8	20,530 41,835	7.000		5,007 5,165	13,038 32,619		3,180 4,027	2,527 5,667	1,336	821 1,545	3,044 10,710	381 900	.0083	-
Clovis De Baca		21.8		6.6 1.0		84,797 4,419	0.202.20	0.000	5,272 4,419	30,195 3,122	.0178	3,122	4,921 497	3,282 209	1,408	10,710	784 131	.0150	

A and A See end of state for SM Metropolitan County Areas.

O SM, 1955.



	Matro	0		TIMATI	ES	(E)77	TIVE B	E	- 1			0	777	L SALES	-1964			BALES ADVER INC	RTIS-
CITIES	Metro- politan Area	Total	% of	Fami-	Urhan- ized	Not	%	Per	Per	Dellars	%	Coun- ty	(le	FIVE ST	ORE GRO			Buying	Oua
	-	(thou- sands)	u.s.a.	(thou- sands)	Population (thousands)	Dollare (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 800)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- der
Dona Ana		45.3	.0278	11.2	13.8	53,604	.0213	1,186	4,794	31,957	.0188	2,883	7,215	2,897	1,126	8,017	- 806	.0218	71
Las Cruoss		13.8	.0085	3.9		16,179	.0064	1,172	4,148	21,973	.0129		4,149	1,638	915	3,902	591	.0088	104
Eddy		82.3	.0322	14.4	36.5	85,980	.0343	1,844	5,960	51,425	.0302	3,571	12,119	3,651	2,565	12,344	2,143	.0327	100
Carlsbed		25.6	.0157	7.6	1 - 1	44,055	.0175	1,721	5,797	31,458	.0185	13709	7,617	2,337	1,784	7,674	1,160	.0174	111
Artenia		10.9	.0067	3.1		20,555	.0082	1,886	6,631	16,283	.0096	0.0	2,836	1,225	765	4,384	900	.0063	124
Grant		22.0	.0141	6.2	8.1	29,970	.0119	1,300	4,834	18,500	.0100	2,985	4,157	2,051	1,054	4,384	835	.0120	88
Silver City		8.1	.0050	2.5		12,904	.0051	1,593	5,162	12,100	.0072		2,543	094	782	4,364	232	.0057	114
Guadalupe		8.6	.0041	1.8		5,123	.0020	776	3,418	5,826	.0034	3,751	1,731	349	99	796	235	.0028	61
Harding		2.8	.0017	.8	****	2,575	.0011	920	5,150	1,829	.0010	3,658	180	573		46	52	.0012	71
Hidalgo		8.6	.0040	1.6	4.7	7,913	.0031	1,198	4,946	5,831	.0035	3,644	907	720	96	1,194	90	.0034	85
Lea		42.0	.0289	12.3	23.6	77,337	.0308	1,841	6,288	65,605	.0305	5,334	12,283	4,170	2,975	16,856	1,682	.0322	124
Hobbs		20.0	.0123	6.1		87,911	.0151	1,896	6,215	42,628	.0251		8,208	3,574	1,675	15,044	1,057	.0175	142
Lincoln		7.1	.0043	1.8		7,858	.0031	1,079	4,254	5,062	.0030	2,812	1,156	738		360	188	.0033	77
Los Alamos		13.9	.0006	8.7	13.1	30,600	.0122	2,202	8,273	5,725	.0034	1,547	2,663	477	144		883	.0088	102
Los Alamos		18.1	.0081	3.5		28,815	.0115	2,200	8,233	5,725	.0034		2,663	477	144	4	883	.0084	104
Lama		10.4	.0064	2.8	6.9	11,364	.6045	1,083	4,058	10,661	.0063	3,808	2,884	418	580	1,123	294	.0054	84
McKinley		31.4	.0193	6.6	13.6	25,439	.0101	810	3,854	22,531	.0132	3,414	3,806	3,897	657	5,806	313	.0128	1 67
Gallup		10.2	.0063	8.0		12,932	.0051	1,268	4,311	17,228	.0101		3,250	1,685	657	5,417	313	.0068	108
Mora		8.6	.0049	2.1	****	4,681	.0019	586	2,234	1,778	.0010	846	458	798		132	80	.0022	45

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Greater than the Gold Rush

METROPOLITAN ALBUQUERQUE heart O' the BOOM COUNTRY

ATOMIC ACTIVITY has blossomed a great, growing market in this section of the Southwest I Right in the heart of it is. Albuquerque ... with a history as long as its name... and a future as great as its fame! Uranium, atomic research, mushrooming populations—and sales to match—have combined to make Albuquerque one of America's fastest growing centers! Let us tell you the whole exciting Represented Nationally by the BRANHAM COMPANY story ... and how YOU can profit by it!

*As Reported by SALES MANAGEMENT

770 KC KOB-TV Channel

160 17		-	POPULA ES 1/1	TION TIMATE	s	Maria I	TIVE BI		E			0		SALES	1854			SAL ES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	9/0	Fami-	Urhan- ized	Net	%	Per	Per	Dellars	%	Coun-	(in	FIVE S1	ORE GRO)	Buying	Qua
	2	(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- mativa	Drug	Power Index	ity In- dei
Otero		19.4	.0120	5.0	8.9	25,168	.0100	1,297	5,034	14,326	.0085	2,885	4,061	1,302	517	2,58	579	.0100	83
Quay	100	15.1	.0083	4.3	9.5	19,332	.0077	1,280	4,496	15,462	.0091	3,596	3,271	906	323	3,871	600	.0064	90
Tucumcari		9.5	.0058	2.5	100.4	12,214	.0049	1,286	4,886	13,393	.0079		2,711	757	323	3,394	603	.0060	100
Rio Arriba		25.3	.0155	5.9		15,784	.0063	624	2,675	7,106	.0041	1,204	2,101	603	171	300	248	.0075	48
Roosevelt		17.6	.0108	4.9	9.5	22,207	0000	1 989	4,532	14,395	.0005	2,936	3,129	710	489	3,370	604	.0091	-
	500				9.0				4,386	12,916	.0076	2,000		569	469			.0060	101
Portales		9.5	.0058	3.0	A	13,159 6,144	.0002		2,580	2,381	.0070	992	2,672 549	715	83	3,370	74	.0032	41
Sandoval San Juan	12	24.7	.0182	5.8	4.9	17,781	.0020		3,086	35,617	.0210		5,400	7,800	983	7,17		.0129	81
oun Juan		24.1	.0102	2.0	4.0	17,701	.0071	120	3,000	30,017	.0210	0,141	0,400	7,000	903	7,17	1,102	.0120	-
San Miguel		27.1	.0186	8.2	14.3	20,066	.0080	741	3,240	14,078	.0082	2,271	3,694	2,102	807	2,310	512	.0097	34
Santa Fo	12	41.2	.0254	10.6	31.1	57,547	.0229	1,397	5,429	36,357	.0214	3,430	6,572	1,818	1,652	10,310	1,602	.0230	91
Santa Fe		81.1	.0191	8.1		45,320	.0180	1,457	5,595	33,521	.0197		5,632	1,454	1,652	9,28	1,602	.0187	91
Sierra	1	7.4	.0045	2.5	4.8	7,482	.0029	1,011	2,993	5,892	.0035	2,357	1,318	252	252	96	304	.0034	71
													4 000	400	-			0000	
Socerre		10.0		2.5	4.5	8,356	.0034	777	3,342	5,021	.0029		1,072	109	85	1,19		.0038	81
Taos		17.4		3.7	****	10,336	.0041		2,794	8,053	.0036		2,062	583	96	91		.0053	86
Terrance		7.6	.0048	1.8	****	6,283	.0025	327	3,491	4,543	.0027	2,524	820	244	103	53	1 154	.0029	61
Union		7.2	.0245	2.1	3.5	8,716	.0035	1.211	4,150	6,204	.0036	2,954	1,185	488	218	83	2 134	.0038	84
Valencia		24.8	.0182	5.4	5.0	18,609	.0074		3,448	12,916			3,113	3,500	425	1,81		.0000	8
	-				-														
Total Above Cities		363.1	.2233	107.1		509,737	.2387	1,652	5,600	460,583	.2710		90,798	38,557	27,178	113,35	9 15,775	.2452	110
State Total		702.5	.4875	207.9	444.9	1,040,540	.4144	1,313	5,005	897,404	.4101	3,355	147,036	69,096	33,846	145,53	3 23,336	A277	80
		0.5	20			Love		N	E W	ME	XI	CO	- 0	M	etrope	olitan	Cou	nty A	re
Albuquerque	3	185.8	.1143	52.1	166.2	303,777	.1210	1,635	5,831	189,230	.1113	3,632	39,931	16,811	18,116	36,11	5,826	.1167	100
Total of Area		185.8	.1143	52.1	166.2	303,777	.1210	1,638	5,831	189,230	.1113	3,632	39,931	16,811	15,116	38,11	9 5,826	.1107	100
			1	IEV	VN	IEXI	CO	_	Sh) Inc	ome	Brea	kdow	n of C	onsur	ner S	pendi	ng U	nit
-11		in-	N. J.	NET	NCOM	E GROUPS	, 1954					I	l In-		NET IN	COME Q	ROUPS, 1	164	7
COUNTIES	Total Con-	ser Con-	\$0-2.49	.	00-3,996	34,000-6.		00&0			UNTIES		per .	80-2,40	32,500	2000	4.000-6.99	37,000	
	sumer Units (thous.)	aumer	% In	% n- %	% in-	56	% De 4	6 6	% n-		ITIES	Unit (thou	a sumer	% III	5 %	%	% in-	96	in-
									-				-					-	
-	40.4		28.8 8	.3 25.			3.4 15		8.0		bad				.8 19.8		0.2 38.7 3.4 30.7	-	43.1 80.1
Bernalillo	65.1		90 4 4		0 17.1	30.6 31	3.3 15		1.5		ia				.1 23.1				-
Bernalillo	56.5	4,722		1.1 25.		10 0 0										49 9 1 4	16 0 AD T	91.4	
Bernalillo Albuquerque Cetron	1.0	4,722 2,762	59.5 29	.0 20.	5 23.9				1.3		City				8 24.1		6.2 42.7	1	
Bernalille	56.5 1.0 18.0	4,722 2,762 4,495	59.5 29 35.2 10	0.0 20. 0.5 26.	5 23.9 4 18.8	24.1 27	7.8 14	.3 43	3.2	Silver	City	. 3.	0 4,300	33.2 10	.4 23.6	17.6 2	0.8 36.4	12.4	35.
Bernalillo	56.5 1.0 18.0 11.4	4,722 2,762 4,495 4,713	59.5 29 35.2 10 32.0 9	0.0 20. 0.5 26. 0.1 26.	5 23.9 4 18.8 0 17.7	24.1 27	7.8 14 8.8 15	.3 43 .5 44	3.2 8.4	Silver	City	. 3.0	0 4,309 7 2,938	33.2 10 54.1 24	.4 23.6 .8 22.2	17.5 2 24.2 1	0.8 36.6 7.0 29.8	13.4	35. 21.
Bernafillo	56.5 1.0 18.0 11.4 4.8	4,722 2,762 4,495 4,713 4,257	59.5 29 35.2 10 32.0 9 37.4 11	0.0 20. 0.5 26. 0.1 26. 1.8 25.	5 23.9 4 18.8 0 17.7 7 19.3	24.1 27 26.5 28 24.3 25	7.5 14 8.8 15 9.2 12	.3 43 .5 44 .7 35	3.2 1.4 9.7	Silver Guad Hard	City alupe ing	1.	0 4,300 7 2,938 8 3,433	33.2 10 54.1 24 53.3 20	.4 23.6 .8 22.2 .9 17.2	17.5 2 24.2 1 16.0 1	0.8 36.6 7.0 29.8 6.0 23.6	12.4 6.7 13.8	35. 21. 39.
Bernafillo	56.5 1.0 18.0 11.4 4.8 8.7	4,722 2,762 4,495 4,713 4,257 4,803	59.5 28 35.2 10 32.0 8 37.4 11 29.7 8	0.0 20. 0.8 26. 0.1 26. 1.8 28. 1.3 25.	5 23.0 4 18.8 0 17.7 7 19.3 7 17.1	24.1 27 26.5 28 24.3 29.0 31	7.8 14 8.8 15 9.2 12 1.0 18	.3 43 .5 44 .7 36 .6 42	3.2 1.4 9.7 1.6	Silver Guad Hardi Hidai	City alupe ing	1.	0 4,309 7 2,938 9 3,433 1 3,768	33.3 10 54.1 24 53,3 20 35.8 12	.4 23.6 .8 22.2 .9 17.2 .8 29.7	17.5 2 24.2 1 16.0 1 25.2 2	0.8 38.6 7.0 29.8 8.0 23.0 4.5 33.3	12.4 6.7 13.5 10.0	35. 21. 39. 28.
Bernalillo Albuquerque Catron Chaves Boswell Golfax Curry Clovis	56.5 1.0 18.0 11.4 4.8 8.7 7.3	4,722 2,782 4,495 4,713 4,257 4,803 4,700	59.5 29 35.2 10 32.0 9 37.4 11 29.7 8 29.5 8	0.0 20. 0.5 26. 0.1 26. 1.8 25. 0.3 25. 0.3 25.	5 23.9 4 18.8 0 17.7 7 19.3 7 17.1 6 17.1	24.1 27 26.5 28 24.3 29 29.0 31 29.4 31	7.8 14 8.8 15 9.2 12 1.0 18 1.5 15	.3 43 .5 44 .7 36 .6 42 .5 43	3.2 1.4 9.7 1.6 3.1	Silver Guad Hard Hidal Laa	City alupe ing	2. 14.	0 4,309 7 2,938 9 3,433 1 3,768 4 5,373	33.3 10 54.1 24 58.3 20 35.8 12 19.4 4	.4 23.6 .8 22.2 .9 17.2 .8 29.7 .9 18.5	17.5 2 24.2 1 16.0 1 25.2 2 11.0 4	00.8 36.6 17.0 29.8 18.0 23.0 24.5, 33.3 14.1 42.0	13.4 6.7 13.8 10.0 18.0	35.1 21. 39.: 28.: 42.
Bernafilto. Albuquerque Catron Chaves Roswell Coffax. Curry Clovis De Baca	56.5 1.0 18.0 11.4 4.8 8.7 7.3 1.2	4,722 2,762 4,495 4,713 4,257 4,803 4,700 3,631	59.5 25 35.2 16 32.0 6 37.4 11 29.7 6 29.5 8 42.2 15	0.0 20. 0.5 26. 0.1 26. 1.8 25. 0.3 25. 0.8 22.	5 23.4 4 18.8 0 17.7 7 19.3 7 17.1 6 17.1 7 20.6	24.1 27 26.5 28 24.2 26 29.0 31 29.4 31 25.5 36	7.5 14 8.8 15 9.2 12 1.0 15 1.5 15 8.0 9	.3 43 .5 44 .7 36 .6 42 .5 42	3.2 1.4 9.7 3.6 3.1	Silver Guad Hardi Hidal Lea	City alupe ing	2. 14.	0 4,309 7 2,938 9 3,433 1 3,768 4 5,373 1 5,367	33.2 10 54.1 24 53.3 20 35.8 12 19.4 4 20.3 6	.4 23.6 .8 23.2 .9 17.2 .8 29.7 .9 18.5 .1 18.4	17.5 3 24.2 1 16.0 1 25.2 2 11.0 4	00.8 38.6 17.0 29.8 18.0 23.0 14.5 33.3 14.1 42.0 13.2 41.2	12.4 6.7 13.5 10.0 18.0 18.1	30.1 21.2 39.1 23.4 42.1 42.1
Bernalillo Albuquerque Catron Chaves Boswell Golfax Curry Clovis	56.5 1.0 18.0 11.4 4.8 8.7 7.3	4,722 2,762 4,495 4,713 4,257 4,803 4,790 3,631 3,682	59.5 25 35.2 16 32.0 6 37.4 11 29.7 8 29.5 8 42.2 15 47.6 17	0.0 20. 0.5 26. 0.1 26. 1.8 25. 0.3 25. 0.3 25.	5 23.9 4 18.8 0 17.7 7 19.3 7 17.1 6 17.1 7 20.6 6 29.8	24.1 27 26.5 21 24.3 25 29.0 31 29.4 31 25.5 36 3 18.7 26	7.8 14 8.8 15 9.2 12 1.0 18 1.5 15	.3 43 .5 44 .7 36 .6 42 .5 43 .6 28	3.2 1.4 9.7 1.6 3.1 1.4	Silver Guad Hardi Hidai Lea Hobb Lince	City alupe ing	2. 1. 1. 2. 14. 7.	0 4,309 7 2,938 9 3,433 1 3,768 4 5,373 1 5,367 1 3,602	33.2 10 54.1 24 53.3 20 35.8 12 19.4 4 20.3 8 41.5 18	.4 23.6 .8 22.2 .9 17.2 .8 29.7 .9 18.5 .1 18.4	17.5 3 24.2 1 18.0 1 25.2 2 11.0 4 11.0 4 22.6 2	00.8 36.6 17.0 29.8 18.0 23.0 24.5, 33.3 14.1 42.0	12.4 6.7 13.5 10.0 18.0 18.1 9.4	35.1 21. 39.: 28.: 42.

€ SM, 1955.

NEW MEXICO - Income Breakdown of Consumer Spending Units - (Continued)

	Total	in- come	Upb.		ET IN	DOME	GROU	PS, 19	54			Total	in-	3-	11.	NET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	Gen- sumer	90-2 Units	A99 % in- come	\$2,500 Units	-3,999 in- come	\$4,000 % Units	-0,990 % In- come	\$7,000 % Units	%	CITIES	Con- sumer Units (thous.)	gon- gumer	\$0-2 % Units	,490 55 15-	\$2,500 % Units	-3,999 55 in- come	\$4,000 % Units	-4,999 (n- corne	\$7,000 % Units	& Over
Luna	8.1	3,634	26.3	13.4	27.5	21.2	37.7	39.1	8.5	23.3	Santa Fe	13.4	4,298	36.3	11.4	25.5	18.9	24.4	29.1	13.8	40.6
McKinley	7.7	3,298	51.3	20.9	23.8	23.1	17.7	27.5	7.2	28.5	Santa Fe	10.3	4,383	35.4	10.9	25.3	18.5	24.7	28.8	14.6	41.8
Gallup	3.2	4,000	36.4	11.0	37.1	21.2	25.1	31.6	11.4	35.3	Sierra	2.7	2,786	58.2	28.1	21.6	24.8	13.6	24.9	6.8	22.2
Mera	2.2	2,157	75.7	47.2	14.6	21.6	6.2	14.7	- 3.5	16.5	Socorro	8.0	2,787	54.3	26.1	26.7	30.6	13.8	25.5	5.3	17.8
Oters	0.0	3,623	38.8	14.4	28.5	25.1	23.2	32.8	9.5	27.7	Tace	4.3	2,396	64.6	36.2	23.4	30.0	9.4	20.0	3.6	13.8
Quay	4.9	3,945	36.5	12.4	30.0	24.4	23.4	30.4	10.1	32.8	Terrance	2.0	3,215	44.7	18.7	30.1	38.0	18.4	28.3	6.8	22.0
Tucumeari	3.1	3,903	35.9	12.3	20.2	23.9	25.0	32.8	0.9	30.9	Union	2.3	3,831	40.4	14.1	27.1	22.8	20.0	28.0	11.6	35.3
Rie Arribe	6.1	2,601	56.6	29.2	27.0	33.2	12.8	25.3	3.6	12.3	Valencia	8.1	3,046	50.6	22.3	25.1	28.4	18.4	31.0	5.9	20.3
Pleasavelt	5.7	3,871	87.6	13.0	29.5	24.4	23.6	30.0	10.3	32.6											
Portales	3.5	3,749	20.8	14.3	29.2	24.9	21.9	29.9	9.1	30.9	Total Above										
Sandoval	2.8	2,180	71.8	43.8	16.3	23.8	9.9	23.3	2.3	9.1	Cities	126.8	4,729	28.8	8.2	24.4	16.5	31.1	33.7	15.7	41.8
San Juan	0.1	2,910	53.9	24.5	24.9	27.4	18.4	27.0	6.8	21.1		-		-		-					
San Miguel	7.8	2,063	61.1	30.8	20.2	24.2	13.3	23.8	8.4	21.2	State Total	250.1	4,161	38.9	11.0	24.3	18.7	26.3	32.4	12.5	37.0

NEW YORK — Counties and Cities — (Other Middle Atlantic States: New Jersey, Pennsylvania,)

New York State map-	Pop.	N	UMBE	or O	UTLEY	s		Pop.	1	TUMBE	R OF C	UTLE	rs
City County	thous.)	F	GM	FHR	A	D	City County	thous.)	F	GM	FHR	A	D
Albany Albany	. 137.5	608	37	101	64	59	MiddletownOrange	. 23.1	99	12	23	21	1
Amsterdam Montgomery	32.2	150	13	29	18	17	MonticelloSullivan	4.5	37	9	7	10	
AuburnCayuga	. 36.9	136	14	37	31	8	Mount Kisco Westchester	6.1	24	5	11	14	11
BabylonSuffolk	7.8	22	4	12	10	4	Mount Vernon Westchester	. 75.0	295	22	73	32	3
Batavia Genesee	. 18.3	62	8	17	21	6	New Rochelle Westchester	62.9	203	22	67	31	2
Bath Steuben			5	8	15	4	New York City. Five Counties	8028.4	35,946	3,344	5,789	1,495	3.71
BeaconDutchess			6	8	11	5	NewarkWayne	11.3	20	4	6	0	
Binghamton Broome			30	66	53	20	NewburghOrange		191	23	43	33	2
Bronxville Westchester			3	10	1	5	Niagara Falls Niagara	98.6	360			47	3
Buffalo Erie	592.2		164	401	257	258	North Hempstead	20.0	000		0,0	- 40	-
CanandaiguaOntario			6	8	18	3	TownshipNassau	185.4					
Catskill Greene				9	15	5	North TonawandaNiagara		95	5	13	14	
			3 5	16	12	6	NorwichChenango	9.6	33	6	9	11	
			8	18	19	7	NyackRockland		46	7	18	17	
CorningSteuben				17				6.1	67			10	
Cortland Cortland			9		22	3	OgdensburgSt. Lawrence			10	11		1
Dunkirk Chatauqua	. 18.5		9	15	24	6	Olean Cattaraugus	23.8	99	12	16	24	
East RochesterMonroe			6	6	11	12	OneidaMadison		34	6	11	12	
Elmira Chemung			21	43	40	20	OneontaOtsego	14.3	47	9	12	13	
Endicott Broome	21.5		30	66	53	20	OssiningWestchester	16.6	56	8	7	13	1
FultonOswego			6	10	17	4	OswegoOswego	. 22.9	10	4	5	3	
GenevaOntario			13	23	16	10	Oyster Bay	1,000	0.345	1		100	
Glen Cove Nassau	. 19.2	53	7	16	14	5	TownshipNassau	146.9				*	
Glens Falls Warren	20.1	79	11	25	21	13	PatchogueSuffolk	8.8	42	14	15	12	
GloversvilleFulton	. 24.1	102	10	25	20	12	PeekskillWestchester	. 18.3	93	8	26	18	-
GouverneurSt. Lawrence	5.1	23	5	10	10	2	PlattsburgClinton	18.4	71	8	15	19	
Hamburg Erie		28	3	5	11	3	Port Chester Westchester	. 24.6	123	13	28	17	1
Hempstead	1	1					Port JervisOrange	9.2	59	8	8	15	
Township Nassau	. 604.1						Potsdam St. Lawrence	7.7	- 26	6	9	7	
Herkimer Herkimer		41	5	14	13	3	PoughkeepsieDutchess	41.6	219	18	35	28	2
HornellSteuben			S	14	14	5	RensselaerRensselaer		35	2	7	4	
HudsonColumbia	11.9		10	18	17	7	Rochester Monroe	337.8	1,295	102	226	143	10
IthacaTompkins			8	23	21	10	RomeOneida	45.9	130	17	25	22	1
Jamestown Chataugus	44.2		14	28	31	17	RyeWestchester	12.7	20	5	10	7	
Jehnson CityBroome			3	11	8	3	SalamancaCattaraugus	8.9	41	5	6	12	
JohnstownFulton			5	9	12	3	Saranac Lake Franklin	6.9	23	4	9	15	
			7	13	12	7	Saratoga Springs Saratoga	16.2	85	8	15	15	
Kenmore Erie				13	12		ScarsdaleWestchester	13.9	16	2	4	0	
Kings ParkSuffolk				-				95.0	382	33	70	64	4
KingstonUlster			15	34	22	14	Schenectady Schenectady					111	9
LackawannaErie	29.7		10	6	11	7	SyracuseOnondaga	. 228.1	716	8			
LarchmontWestchester	6.5		2	12	4	6	Tarrytown Westchester	9.7	28		14	3	
Liberty Sullivan			8	6	9		TonawandaErie	. 15.7	60	5	6	10	
Little Falls Herkimer			6	11	10		TroyRensselaer	. 73.9			60	40	
LockportNiagara			9	26	26		UticaOneida		454	32	84	53	1
Long BeachNassau			7	14	8	9	WatertownJefferson	. 35.5	102	15	22	34	501
MaloneFranklin	9.8		7	11	16		WatervlietAlbany	. 15.0		5	5	14	
Mamaroneck Westchester	16.1	51	3	12	6	8	WellsvilleAllegany	. 6.6		4	6	18	1
MassenaSt. Lawrence	14.6	63	8	- 11	18	4	White Plains Westchester	. 49.1		26		44	2
MechanicvilleSaratoga	7.5	36	10	7	10	4	YonkersWestchester	. 160.3	580	28	110	52	
MenandsAlbany			2	1		1		12.00	1 100	(P 2 3		. 23	1
*Not Available,	-	-		-		-	, 1955. Before	using the	en flam	-	evelon	Alam n	-

MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO OR TV STATION IN NEW YORK!

WOR radio

.The Station With The Largest Audience in America

one way to cover



New York's Eastern Empire

Retail Trading Zone Counties | Other Eastern Empire Counties

	Retail Sales
Albany	\$369,993,000
Schenectady	187,489,000
Rensselder (Troy)	149,036,000
Saratoga	76,436,000
Columbia (Hudson)	42,583,000
Greene (Catskill)	36,778,000
Schoharie	25,414,000
	*\$887,729,000

Montgomery	Retail Sales
(Amsterdam)	\$71,689,000
Warren (Glens Falls)	67,240,000
Fulton (Gloversville)	57,662,000
Clinton (Plattsburgh)	49,191,000
Washington	38,841,000
Essex (Lake Placid)	29,002,000
Hamilton	4,084,000
	\$317,709,000

*Source—1955 Sales Management Survey of Buying Power.



YOUR ADVERTISING IN THE TIMES-UNION

In This 14-County Area
THE LARGEST DAILY 60,449

THE ONLY SUNDAY 116.052



Albany Times-Union

Represented Nationally by HEARST ADVERTISING SERVICE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK - (Continued)

	Metro			TIMATE 1/85	ES	AUT .	NCOME	BUYING RETAIL SALES REATES—1884 ESTIMATES—1884 FIVE STORE GROUPS						on .	SALES ADVER INC	TIS-			
CITIES	politan Area	Total	%	Fami-	Urban- ized	Not	%	Per	Per	Dollars	%	Coun-	(Ir	FIVE ST			1	Buying	Ousi
fill I		(thou- sands)	U.S.A.	ties (thou- sands)	Population (thou-sands)	Deliars (add 000)	U.S.A.	Cap- ita	Fam- liy	(add 000)	% U.S.A.	Sales Per Fam- liy	Food	General Mdee.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Albany 1 Albany Cohoes Watervilet.	2	249.9 137.5 21.2 15.0	.0846 .0130	79.3 43.7 6.5 4.6		429,729 255,146 33,118 24,262	.1016	1,856 1,562	5,845 5,839 5,095 5,392	369,963 248,722 18,116 12,781	.2176 .1463 .0106	100	79,847 56,339 6,478	89,453 16,738 705	18,760 15,578 1,110 209	59,554 49,067 1,686	4,260 447	.1836 .1116 .0124	182 95
1 Menands Allegany Wellsville 2Bronx		2.8 45.2 6.6 1,479.8	.0017 .0278	13.3 2.2 484.7	8.8	5,217 56,344 10,985 2,682,007	.0021	1,863 1,247 1,664	6,521 4,238 4,993	65,644 38,605 14,789	.0386 .0227 .0067	2,903	5,710 261 19,561 3,836 513,069	51,477 2,542 954 38,412	109 1,915 731 77,970	7,871 4,591 119,763	131 75 970 439 38 894	.0080 .0130 .0236 .0086	765 85 137

1 The general merchandise estimates for Albany and Menands reflect the location of a large chain mail-order house and department store cutlet just outside the Albany city limits in the town of Menands.
2 The City of N. Y. includes Bronx, Kings, Queens, New York and Richmond Counties.

A and A See end of state for SM Metropolitan County Areas.

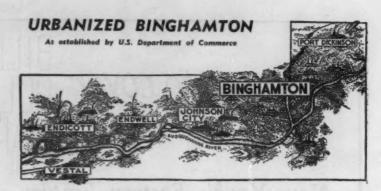
Before using these figures, see explanation page 11

Q SM, 1955.

True

Population

.....144,011



You cannot judge Binghamton by figures for the corporate city alone shown in tables below . . . The closely integrated area shown in the above map totals 144,011 population (U. S. Census Urbanized Area) . . . Nearly 75% of Broome County's homes concentrated in a densely populated 8-mile stretch of Susquehanna Valley.

Susquehanna Valley.

Only 8 major cities in the U. S. show as large a proportionate expansion in their "Urbanized Area" population beyond their corporate city . . . a most unusual fact.

No wonder Binghamton's department and general store sales per capita run highest among all cities of over 100,000 population in New York State... more than twice New York City's. In furniture and electrical household utility sales it's highest, too... beats New York by 50%; Buffalo by 45%; Syracuse by 51%.

The Press, daily or Sunday, will carry your advertisement into more than 9 out of 10 homes in this area with the best women's fashion and home furnishing pages in New York State.

THE BINGHAMTON PRESS

Daily

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NEW YORK - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

	Metro			ATION TIMATE	ES	(Q/)	TIVE B	E		arr		•	2///	L SALES	1954			SALES ADVER INC	TIS-
COUNTIES	politan Area	Total		Fami-	Urban-	Not	07	Par	Per	Dollars	0/_	Coun-	(le	FIVE ST	ORE GRO		1	Buving	Oual
	DIVE S	(thousands)	U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam-	(add 000)	of U.S.A.	Sales Per Fam- ily	Feed	General Milse.	Furn.~ House- Radio	Auto- motive	Drug	Power	Ity In- dex
Browns	18	194.4	.1196	88.1	154.0	325,811	.1297	1,876	5,608	222,151	.1306	3,824	54,356	29,482	13,593	39,844	5,548	.1280	
▲Binghamton		82.0	.0504	23.0		143,993	.0573	1,756	6,261	140,161	.0825		31,060	24,383	10,226	27,381	3,622	.0635	
Endicott		21.5	.0132	6.5		39,192	.0156	1,823	6,030	34,828	.0204		8,783	3,662	1,663	6,371	872	.0166	
Johnson City		20.0	.0123	6.0		34,298	.0137	1,715	5,716	16,721	.0099		5,973	610	1,069	2,284	522	.0123	
Cattaraugus		80.5	.0495	24.0	35.6	109,279	.0435	1,358	4,563	87,922	.0517	3,663	22,047	8,161	3,204	15,258	2,241	.0471	
Olean		23.8	.0146	7.2		35,681	.0142	1,499	4,956	41,610			10,040	4,514	1,565	7,735	1,060	.0173	
Salamanea	1	8.9	0058	2.7	211	12,702	.0051	1,427	4,704	11,888	.0070		3,663	435	634	2,977	306	.0058	
Cayuga	172	72.0	.0443	21.3	38.3	100,335	.0400	1,394	4,711	78,498	.0450	3,501	18,460	4,230	4,875	11,018	1,482	.0424	-
△Auburn		36.9		10.5		55,293			5,266	52,524	.0300		13,007	3,634	4,620	8,012	1,230	.0243	
Chautauqua	199	141.8		46.2		205,084	.0816	1,440	4,438	167,204	.0864	3,619	43,038	13,116	7,523	30,243	3,422	.0878	
△Jamestown Dunkirk-		44.2	.0272	14.8		78,830	.0314	1,783	5,326	75,539	.0445	-	18,661	8,511	4,141	11,444	1,702	.0345	
Fredonia		80.2	.0161	7.8	130	39,211	.0156	1,497	4,963	35,000	.0811		10,376	2,632	8,117	7,087	788	.0174	
Dunkirk		18.5	.0114	5.6		26,696	.0106	1,440	4,767	27,099	.0159		8,034	2,559	1,671	5,249	560	.0124	
Chemung	100	93.4	.0575	28.7	67.0	140,967	.0662	1,509	4,912	119,075	.0700	4,149	26,811	10,210	6,983	24,159	2,239	.0606	
△Elmira		51.4	.0316	15.6	13.0	79,675	.0317	1,550	5,107	96,425			21,003	9,902	6,242	18,906	1,986	.0392	
Chenange		40.6	.0250	12.2	9.6	52,592	.0200	1,298	4,311	40,015	.0235	3,280	10,151	2,822	1,104	6,797	561	.0225	1
Norwich		9.0	.0060	3.1		14,310	.0057	1,491	4,336	15,407	.0091		3,800	2,124	490	3,125	237	.0068	115
Clinton		61.0	.0317	13.1	21.8	81,576	.0245	1,193	4,700	49,191	.0290	3,755	12,230	5,296	1,705	9,108	940	.0272	-
Plattsburg		18.4	.0113	4.8		27,476	.0109	1,493	5,724	30,321	.0178		6,439	4,281	1,343	6,164	752	.0131	
Columbia		44.6		13.8		60,238			4,365	42,583	.0250	3,086	12,261	2,428	1,861	7,348	859	.0250	
Hudson		11.9		3.0		17,671			4,909	20,222	.0119		6,423	1,480	1,393	4.287	496	.0065	1
Certiand		38,7		11.6		50,904			4,388	47,553	.0280		10,613	3,542	1,899	0,615	586	.9234	
Cortland		19.2	.0118	6.3		28,380	.0113	1,478	4,505	30,687	.0180		7,132	3,221	1,695	6,170	364	.0134	114
Delaware		45.7	.0281	13.7	9.2	55,748	.0222	1,220	4,009	51,953	.0303	3,792	10,687	2,455	2,012	9,475	1.011	.0258	82

A and A See end of state for SM Metropolitan County Areas.

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ELMIRA—true population

nearly 75,000!

Literally, across the street from the old Elmira, N. Y., corporate city line, in Elmira Heights and other adjoining suburbs, are 46% as many additional people as live in Elmira... but all Elmirans.

And RICH!

Sales Management's figures, if analyzed, show Elmira with the highest per capita total retail sales among all big cities in "The Empire State." And highest in automotive sales; second in grocery store sales; third in furniture and electrical household equipment sales.

That's rich... and it's what you are missing if you are still judging Elmira by the 1950 U.S. Census figures... which omit Elmira as a "Metropolitan Area" market, because it missed the requisite 50,000 population in the antiquated "corporate city" limits, by less than 300.

We suggest you study the tabulation "Metropolitan County Areas" on page 155.

THE ELMIRA STAR-GAZETTE & ADVERTISER . THE SUNDAY TELEGRAM

Members: The Gannett Group

Represented nationally by J. P. McKinney & Son, Inc.

New York . . . Chicago . . . San Francisco

WENY

NBC AFFILIATE

IS RADIO in ELMIRA, N. Y.!

1st for 16 years No local TV



Today more than ever before, sales markets must be selected on both a volume and quality basis if maximum sales are to be secured at the smallest cost.

Auburn like other large and important markets, enjoys the big time rating of metropolitan county area status. The right to this recognition was earned on the basis of its sales record.

Represented by The Julius Mathews Special Agency, Inc.

Central New York's New Metropolitan Area

With a per family sales average of \$5,002 compared to the state with \$3,941 and the national average of \$3,571, Auburn clearly proves its right to big time recognition.

In addition to the top wages paid in the city, this area is also supported by 2900 farms which add another high income element, plus a big bonus of summer tourist trade which comes into the famous Finger Lakes region where Auburn is the center of buying activity.

Source: Survey of Buying Power

. . . covered thoroughly by its home newspaper

The CITIZEN-ADVERTISER

AUBURN, N. Y.

BUFFALO'S



LARGER IN POPULATION (1,536,000) than 16 entire states. LARGER RETAIL SALES in 1953 (\$1,862,109,000) than in 20 whole

PAYROLLS UP 60% — factory employment 27½% — in Metro-politan Buffalo, 1949-53.

EFFECTIVE BUYING INCOME in Metropolitan Buffalo, \$5,597 per family, 8.2% above national average in 1953. Throughout the 8 counties -\$5,286.

Best sold through the COURIER-EXPRESS

FOR ECONOMY it's the Morning Courier-Express reaching nearly 1/3 of the 463,400 families in the 8 Western New York Counties and providing 34.4% more coverage than any other one daily newspaper among the 85,000 families in the important 9 cities outside of ABC Buffalo.

FOR SATURATION it's the Sunday Courier-Express, the State's largest newspaper outside of Manhattan, reaching nearly all of Western New York's families.

> For the complete story - all the facts and figures - of Western New York's 8 counties, write for the Market Data Book published by the Courier-Express.



ROP COLOR available both daily and Sunday

BUFFALO COURIER-EXPRESS

REPRESENTATIVES:
SCOLARO, MEEKER & SCOTT
scific Coast: DOYLE & HAWLEY

NEW YORK - (Continued)

The "SM" symbols mark original, exclu-

	Metro-		POPUL/		ES	A COVID	TIVE B	E				•	277	L SALES	-1654			SALES ADVER INC CONTR	ITIS-
COUNTIES	Area Area	Total	%	Fami-	Urban- ized	Net	%		Per	Deliare	%	Coun-	(li	FIVE S'	TORE GRO	OUPS add 600)		Buying	Ouni
		(thou- sands)	U.S.A.	lies (thou- eands)	Population (thou- sands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdec.	Furn,- House- Radio	Auto- metive	Drug	Power	ity in- dex
Dutchess		130.9 41.6 14.0	.0256	12.9		215,346 77,813 22,868	.0310	1,870	5,820 6,032 6,352	175,862 93,170 21,003	.1034 .0548 .0123	4,753	57,790 20,604 10,869	15,010 12,532 919	7,151 5,212 463	26,732 13,840 1,993	3,874 1,903 475	.0011 .0371 .0100	145

A and A See and of state for SM Metropolitan County Areas.

C SM. 1955.

Before using these figures, see explanation page 11.

THE MID-HUDSON VALLEY-POUGHKEEPSIE, NEWBURGH AND BEACON-IS

\$450,673,000 INCOME .

\$371,500,000 \$110,072,000 FOOD SALES . . .

\$4433 retail sales per family (\$492 above state average—\$862 above the U. S.) You can cover it entirely with a single buy

1000 WATTS

DAYTIME

*Metropolitan Area POUGHKEEPSIE, NEW YORK

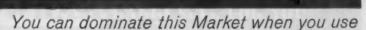
National Representatives: EVERETT-MCKINNEY



where people are spending well above average

...IS DOMINATED B

BUFFALO'S FAVORITE STATIONS





Buffalo's FIRST Station

REPRESENTED BY FREE & PETERS

CHANNEL

Buffalo's FAVORITE Station

REPRESENTED BY

HEADLEY-REED

AFFILIATES

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

• Complete coverage of the nation's 14th largest market . . . (plus 410,000 families in Canada) WGR-TV...WGR. Buffalo is an exceptionally

well-balanced market . . . a top test market. 75.1% of the consumer spending units are in the upper three income brackets and

account for 93.1% of all income.

NEW YORK - (Continued)

COUNTIES po	Metro			TION TIMATI	ES	60/D	TIVE B			MA H	20,11	•	277	L SALES	1984		-	ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	9%	Fami-	Urban- ized	Net	~	Per	Per	m- (asid of Sales						Buying	Conti-		
Erie	(thou- eands)	of U.S.A.	(thou- sands)	Population (thou- sands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily		U.S.A.		Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Pewer Index	ity In- dex	
	19	965.0 882.2 20.9 29.7	.3581	281.3 169.7 6.4 7.3	00	1,804,881 993,801 43,080 44,025	.3957	1,707 2,061	5,705 5,856 6,731 6,031	1,138,264 867,167 27,449 28,964	.8683 .8100 .0162 .0170		291,481 210,991 10,789 6,767	150,829 143,518 663 4,302	86,863 49,774 920 1,214	217,908 156,045 7,599 7,289	Charles and the	.6378 .4225 .0160 .0175	118 124
Tonewands Tonewands Tonewands Hamburg		15.7 7.8		4.8		36,368 14,852			5,493 6,188	26,088 18,300	.0153		7,396 4,381	5,990 236	600 238	4,842 6,553	908 405	.0118	
Esesx		35.6	.0210	10.4	8.8	30,252	.0156	1,103	3,774	29,002	.0170	2,789	9,055	1,257	1,085	5,617	1,117	.0173	79
Franklin		45.3 9.8 6.9	.0000	12.8 2.0 1.4		83,090 13,700 10,233	.0051	1,303	4,213 4,403 4,264	51,793 19,855 12,829	.0306 .0117		13,409 4,346 3,188	3,947 2,066 737	2,184 996 726	10,038 8,627 2,568	389	10073	1

8 Saranac Lake is in Essex and Franklin Counties.

A and A See and of state for SM Metropolitan County Areas.

* DO YOU KNOW? *

- ★ That the Herkimer "City Zone" consists of Herkimer, Ilion, Mohawk and Frankfort with a population of 26,400.
- * That the population of this area is 42% of the county.
- ★ That the retail sales of \$38,962,000 are 62% of the county.
- ★ That Herkimer has a quality index rating of 130—30% above average.
- * That your advertising dollars sell 30% more.
- ★ That the income per family of Herkimer is \$5770—34% above the county average.
- ★ That the Herkimer Telegram—is the only local daily newspaper serving this progressive market.

** Herkimer Telegram

REPRESENTED BY JULIUS MATHEWS SPECIAL AGENCY

HERKIMER, N. Y.

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THOROUGH COVERAGE AND LOW SELLING COST MAKE

LITTLE FALLS A TERRIFIC SALES PACKAGE

30,000 people—9,000 families—depend on Little Falls stores for their shopping needs. Last year they earned \$40,095,000 income . . . spent \$28,651,000 for retail purchases. Food sales alone averaged \$1012 per family. Not the biggest market . . . but certainly a big buy—when you consider the full and exclusive coverage offered by the Times . . . how little it costs . . . as a result of saturation and responsive readership . . . to sell these families.

THE LITTLE FALLS TIMES Little Falls, N. Y.

Represented by The Julius Mathews Special Agency, Inc.

PUT THE WESTERN N. Y. MARKET in your pocket!

It's one that should be there if an upward spiralling sales curve is your goal. Business is great in the Rochester area, it'll make your business better to advertise to this rich market. The Rochester area is one of 16 in the country and the only one in New York State with a stable labor situation. November earnings for labor reached an all time peak. Per family effective buying income is higher than state or national averages. There are more than 450,900 families and 1,500,000 people who live, work and play in the extra bonus coverage area served by WHAM. Radio, that comprises 22 rich counties with Rochester as its hub.

Selling Western New York Not just Rochester

DET WHAM

ROCHESTE

RADIO SELL FOR YOU

The STROMBERG-CARLSON Station, Rochester, N. Y. Basic NBC - 50,000 watts - clear channel - 1180 kc

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK - (Continued)

il carling		_	POPULA ES 1/1	TION TIMATE /55	S	ANTA I	TIVE BI					0	773	SALES	1954			SALES ADVER INC CONTR	TIB-
COUNTIES	Metro- politan Area	Total	Of.	Fami-	Urban-	Net		Per	Per	Dollara	9%	Coun-	(in	FIVE ST	ORE GRO			Buying	Oual
		(thou- sands)	u.s.a.	lies (thou- eands)	Pepu- lation (thou- sands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Fulton		82.4	.0323	17.4	36.2	75,919	.0302	1,449	4,382	87,682	.0339	3,314	16,731	3,980	3,683	10,222	1,200	.0318	96
Johnstown		35.4	.0218	11.7		53,841	LORES	1,581	4,602	49,197	.0989		18,448	8,786	3,435	9,479	1,034	.0238	100
Gloversville		24.1	.0148	8.1		35,565	.0146	1,517	4,514	34,727	.0204		9,107	8,125	2,574	6,460	784	.0164	
Johnstown		11.3	.0070	3.6		17,276	.0000	1,529	4,799	14,400	.0085	3-1	4,336	660	961	3,019	250	.0074	106
Genesee		49.3	.0363	14.4	23.7	72,010	.0287	1,481	5,001	55,678	.0327	3,867	12,164	4,214	2,789	12,436	1,074	.0302	10
Batavia		18.3	.0118	5.3		30,475	.0121	1,665	5,750	34,993	.0206		7,557	8,534	2,154	7,925	706	.0145	12
Greene		29.0	.0178	8.9	8.3	31,930	.0127	1,101	3,588	36,778	.0217	4,132	9,751	2,327	1,171	6,197	709	.0164	
Catakill		5.4	.0033	1.7		7,333			4,314	16,437	.0097		3,630	887	988	4,525	270	.0050	-
Hamilton		4.1	.0026	1.3		4,675	.0016	1,140	3,596	4,084	.0024	3,142	1,859	130	57	454	85	.0021	8
Herkimer	153	62.2	.0382	19.2	39.6	82,450	.0329	1,326	4,294	62,828	.0389	3,272	18,424	4,064	3,654	10,007	1,248	.0352	1
Herkimer-Ilian.		18.8		8.7		28,703			5,036	27,040	.0159		8,188	2,898	8,193	8,143	548	.0128	
Herkimer		9.3		2.6		15,002		10000	5,770	18,295	.0107		4,787	2,694	1,577	3,868	262	.0074	
Little Falls		9.2		2.9		12,815			4,419	13,001	.0077	-	3,981	876	812	1,660	257	.0060	
Jefferson	228	86.6		26.4		118,306			4,481	103,813	.0611	3,932	23,529	10,291	4,787	19,462	2,646	.0525	
△Watertown		35.5		11.0		58,535			5,321	63,257	.0372		13,971	7,863	3,752	12,185	1,518	.0272	
2Kings	. 99A	2,722.6	1.6748	B34.1	2722.6	4,671,292	1.8601	1,710	5,600	2,473,432	1.4546	2,965	901,195	168,341	177,187	215,322	81,406	1.7014	10
Lewis		22.4		8.4		24,173			3,777	20,557		3,212	4,960	627	535	3,237	273	.0112	
Livingston		46.2			11.8	46,675			4,282	37,819	.0223		9,214	1,725	1,398	7,472	766	.0209	
Madison		49.8			21.1	70,003			4,895	53,993		3,776	13,078	2,231	1,179	10,509	1,402	.0296	-
Oneida		11.9	10018	8.7		18,347	.0073	1,542	4,959	20,370	.0120		5,072	1,161	1,179	8,140	917	.0007	441
Monree	119	516.7	.3178	160.1	451.6	958,848	.3810	1,851	5,977	634,669	.3733	3,964	157,244	79,880	37,039	121,846	18,601	,3661	111

2 The City of N. Y. includes Brenx, Kings, Queens, New York and Richmond Counties.

AMSTERDAM, NEW YORK-A \$100,537,000 MARKET

Amsterdam is self-contained—doesn't need any help from other markets to maintain its high economy.

Amsterdam is not only the biggest buying center in rich Montgomery County, it also completely dominates its sales activity through the influence of its newspaper — The Amsterdam Evening Recorder.

With 100 industries plus rich farming areas providing a family income of \$5,319 throughout the entire area, your advertising reaches people that live well because they can afford it.

With a retail sales total of \$71,689,000 there is still a backlog of cash waiting for the advertiser who convinces the families that his is the right product.

The Amsterdam Evening Recorder provides the way for you to reach these families with 92% coverage of Amsterdam and 68% coverage of Montgomery County. It is Montgomery County's only daily newspaper. It is the most active salesman that you can employ to sell this \$100,000,000,000 market.



Source: Survey of Buying Power

AMSTERDAM EVENING RECORDER

AMSTERDAM, N. Y.

Montgomery County's ONLY Daily Newspaper

NEW YORK - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

IA E AA I	O F	14-	100	ntin	uea						-				sive estim	ates by S	ALES N	IANAGEN	MENT
	Motro	0	POPULA ES 1/	ATION STIMATI 1/86	ES	EFFEC EAD	TIVE 6	UYIN E TES	CI -1954			•	2//2	L SALES	-1984		et-sV	SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	4	Fami-	Urban-	Net	œ	Per	Per	Dollars	92	Coun-	(li	FIVE S'	ORE GR		101-1	Buying	Oual
A.Rochester East Rochester.	(thou- sanda)	U.S.A.	ties (thou-	Population (theu-	Dellars (add 000)	U.S.A.	Cap- ita	Fam- ily		of U.S.A.	Sales Par Fam- ily	Food	General Mdss.	Furn,- House- Radio	Auto- metive	Drug	Power Index	ity in- dex	
		337.8 7.2	.2078	103.9		631,513 12,646			5,982 6,656	525,018 19,721	.3087		123,490 3,102	75,870 1,546	33,733 481	101,864	12,230	.2579	
Mentgomery	51.	80.6	.0373	18.9	39.2	100,537 57,684			5,319 6,072	71,689 47,355	.0421		18,820 13,448	44332 3,902	3,725	11,122 7,618	100,000	.0401	
Hompstead	99A	973.6	.5000	200.3	973.5	2,219,351	.8837	2,280	7,000	1,083,285	.0254	3,668	311,500	107,622	50,309	178,404	21,100	.7492	125
Township North Hempstead		004.1	.8716	184.1	nale	1,386,045	.8819	3,294	7,829	683,591	.3838		201,172	02,218	40,678	121,734	13,921	.4650	125
Township Oyoter Bay		185.4	.1140	57.4		440,777	.1785	2,877	7,679	266,336	.1579		50,125	42,373	11,362	39,106	4,453	.1877	138
Township		148.9		35.8		317,636		-,	8,873		.0495		31,255	1,823	2,160	9,147		.0961	
Long Beach Glen Cove		17.9	.0110	5.7 5.4		39,501	.0157		6,930				13,068	515 1,193	1,306 2,766	3,981 5,416	933 437	.0153	

A and A See end of state for SM Metropolitan County Areas.

O SM, 1955.

Before using these figures, see explanation page 11.

"THE VOICE OF LONG ISLAND"

DELIVERS
BIG, BOOMING, RICH NASSAU COUNTY

POPULATION . . . 973,500
RANKS 12th AMONG U. S. COUNTIES

WHLI has a larger daytime audience in the Major LONG ISLAND MARKET than any network or independent station "THE PULSE"

WHLI

A M 1100 FM 98.3

H E M P S T E A D LONG ISLAND, N. Y. PAUL GODOFSKY, Pres.



WANT THE WOMAN'S EAR IN ROCHESTER ?



"PULSE" GIVES YOU THE ANSWER:-

IN ROCHESTER the Pulse report covering the 235 quarter hours between 6:45 A.M. and 6:00 P.M., Monday thru Friday, breaks down as follows:—

1.5	STATION	STATION	STATION	STATION	STATION	STATION
	WHEC	B	C	D	E	F
FIRSTS	. 205.	30	0	0	0	0
TIES	0	0	0	0	0	0

HOW ABOUT LOCAL SHOWS AGAINST LOCAL SHOWS IN ROCHESTER?....

During the same period as above there are 105 quarter hours when local shows are pitted against local shows. Here's the score;-.

	WHEC	В	C	D	E	F
FIRSTS	85	20	0	0	0	0

WHEC Carries All
Ten of The "Top-Ten"
Daytime Shows!

There are, from time to time, availabilities in these high rated local WHEC programs. Why not find out if we haven't got, right now, just the spot to get you off the spot?

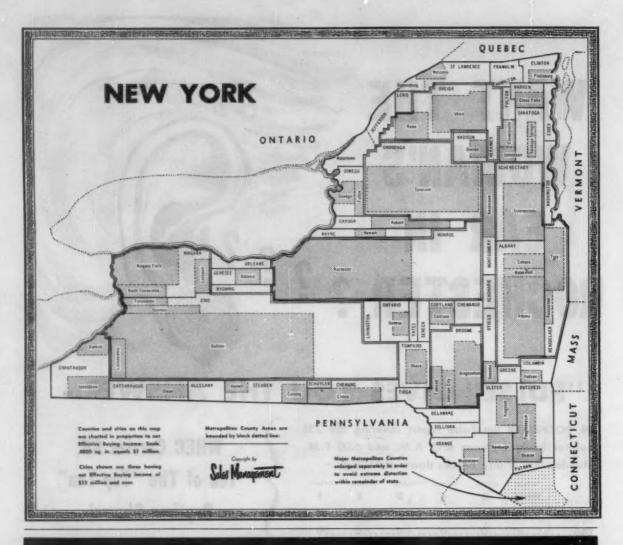
BUY WHERE THEY'RE LISTENING: -

WHEC has consistently led in Rochester audience ratings since they were first inaugurated in 1943.

Material in this advertisement is from the latest Pulse report before closing.



Representatives: EVERETT: McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco



WENY

NBC AFFILIATE

IS RADIO in ELMIRA, N. Y.!

1st for 16 years No local TV
"THE STAR-GAZETTE STATION"

- 2ND HIGHEST PER CAPITA SALES AMONG N. Y. MARKETS
- LOWEST COST-PER-LISTENER (22% under Station "B")
- DOMINATES COVERAGE AND AUDIENCE
- QUALITY OPERATION AND PERFORMANCE
- NEW HIGH-FIDELITY TRANSMITTER. Stand by Emergency Transmitter and Power Supply

Representatives:

EVERETT McKINNEY, INC., New York Chicago
LEE F. O'CONNELL CO., West Coast

Member GANNETT Radio Group



MONEY

with CONFIDENCE

People in Rochester, N. Y., have money.

Total factory payrolls in 1954 amounted to \$510,-000,000 and yet only 47% of the employed people are in manufacturing. 35,000 Eastman Kodak employees will soon receive a \$20,000,000 extra wage dividend under the profit-sharing plan.

And Rochester's consistently prosperous business gives them the confidence to spend it.

Rochester's department store sales volume for the year 1954, showed a gain over 1953 that was unsurpassed by any other Metropolitan City in the entire northeastern U. S. . . . unequalled by any on the "growing" Pacific Coast . . . And of the 7 Metropolitan Cities (among the nation's 124) which achieved as high a gain for 1954 as did Rochester, only 3 did as well in 1953 vs. 1952 as did Rochester.

You can reach more Rochester homes every day, or any day, through Rochester's newspapers than through any other means.

ROCHESTER TIMES-UNION

Democrat and Chronicle

Members: Gannett Group

Represented nationally by J. P. McKinney & Son, Inc. MAY 10, 1955

New York • Chicago • San Francisco

527

According to

EVERY important

audience measuring

service

YOUR BEST

RADIO BUY

in the

WIEW

Metropolitan New York

area

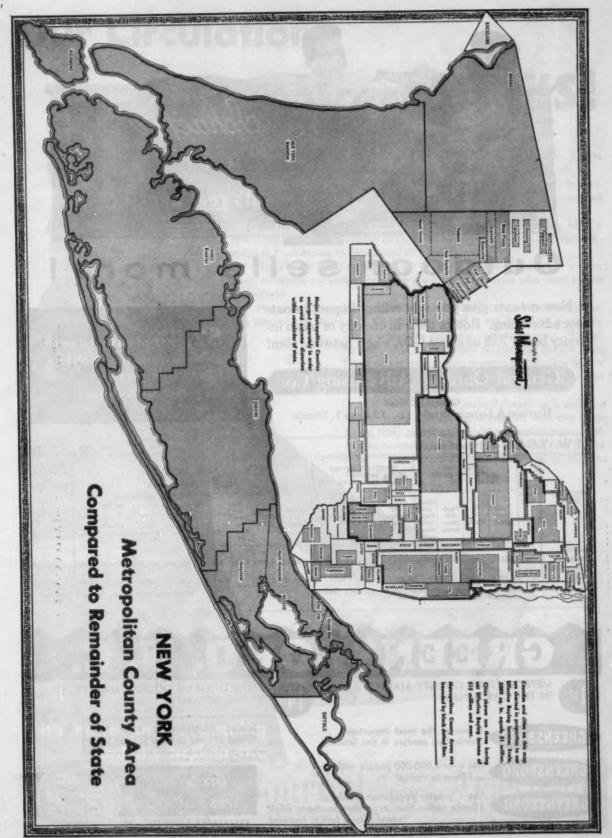
MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO <u>or</u> TV station in New York!

WOR radio

The Station With The Largest Audience in America

"National spot and local

Source: Broadcast Advertisers Report





Outdoor sells more!

Now cut-outs give you new selling impact in out-door advertising. Rotate them in one city or on an intercity basis! Ask us about GOA's new network plan!

General Outdoor Advertising Co.

General Offices
Harrison & Loomis Streets

Chicago 7, Illinois

52.4% of all retail sales in New York are made in NEW YORK CITY!

—another GOA market

NEW YORK - (Continued)

COUNTIES P	Metro-		POPULA ES 1/		ES	#G773	TIVE B					•	QUI.	L SALES	-1954			SALES ADVER INC CONTR	TIS-
	politan Area	Total	%	Fami-	Urban- ized	Not	3	Per	Per	Dellars	%	Coun-	(le	FIVE ST	ORE GRO		97	Buving	Onal
		(thou- sands)	U.S.A.	(thau- eands)	Population (thou-sands)	Deliars (add 900)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power	in- dex
Manhaitan)	99A	1,081.3	1.2004	888.7	1951.3	4,353,514	1.7338	2,231	6,600	4,466,321	2.8279	6,784	706,228	564,312	289,833	267,171	114,450	1.8982	186
City		8,028.4	4.9385	2,527.1		15,500,738	6.1724	1,931	6,134	10,100,328	5.9401	1	3,847,094	879,077	665,064	855,969	251,684	5.8500	119

2 The City of N. Y. includes Bronx, Kings, Queens, New York and Richmond Counties, A and A See end of state for SM Metropolitam County Areas.

Before using these figures, see explanation page 11 © SM, 1955.

The "SM" symbols mark original, exclu-

GREENSBORO, N. C.

METROPOLITAN COUNTY MARKET IN THE CAROLINAS!!

METROPOLITAN COUNTY MARKET IN THE SOUTH!!

GREENSBORO

is one of the most important distribution centers in the South!*

GREENSBORO

has over 1,000,000 people within a fifty-mile radius!

GREENSBORO

has a greater population within a 50-mile radius than any other Southern city!* *Federal Reserve Bank of Richmond

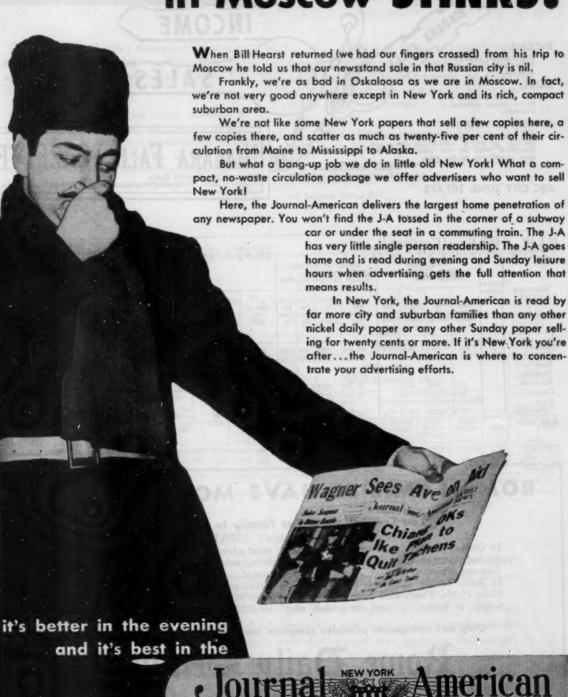
Detailed information on Pages 186 through 201; and on Pages 553 and 555.





Our Circulation

in Moscow STINKS!



MATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

KEYS TO AN EXCEPTIONAL MARKET

MIGARA FALLS INCOME Per Family, \$6,006 ° 15.6% above national average. Per Family, \$4,582 * 28.3% above national average.

MARKET COVERAGE:

INCOME-

SALES:

The Gazette circulation in Niagara Falls (28.775) is 98.7% GREATER than the combined total of the other 2 dailies with circulation in the area.

"Survey of Buying Power".

ABC CITY ZONE: 101,673

Member: The Gannett Group
General Representatives: I. P. McKinney

NEW YORK - (Continued)

The "SM" symbols mark original, exclu-

COUNTIES	Metro-	Œ	EFFECTIVE BUYING INCOME ESTIMATES—1984				RETAIL SALES ESTIMATES—1884								SALES ADVER INC CONTR	TIS-			
	politan Area	Total (thou- sands)	% of U.S.A.	[Fami-	Urban- ized	Nat	U.S.A.	Per Cap- ita	Per	Dollars (add 000)	% of U.S.A.	County Solos Per Family	FIVE STORE GROUPS (In thousands of dollars—add 000)					Buying	Ousi-
	obs			lies (thou- sands)	Popu- lation (thou- sands)	Deliars (add 000)			Fam- ily				Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Ningara Falle North Tenguanda-	21	206.2 98.6	7.0000	60.8 28.5	162.5	340,923 178,806			5,007 6,008	222,404 130,598	.1300	3,656	56,811 33,132	18,188 11,007	9,847 6,557	41,040 21,223	5,452 3,286	.1328	
Tonewands Lockport North		48.1 26.1		18.5 7.8		67,894 43,630			5,438 5,508	88,200 43,258	.0807		14,846 11,130	6,776 3,918	1,378 2,184	9,767	1,898	.0195	
Tonawaada	1 1	27.4	.0169	7.7		41,526	.0165	1,516	5,393	26,224	.0154		6,960	777	682	4,925	384	.0163	98

O SM, 1955.

Before using these figures, see explanation page 11

ROME FAMILIES HAVE MORE TO SPEND

You Can Sell More Per Family in Rome, N. Y.!

In Oneida County, with two major cities, it's important to know just how much families can afford to buy.

In Rome family income is \$5,776 . . . in Utica \$5,184. That's \$592 more to spend per family in Rome . . , and the reason why

your advertising in the Rome Sentinel will bring extra sales per advertising dollar invested.

Retail sales were UP in Rome in 1954 (see Sales Management data) and are increasing in 1955!

Only one newspaper provides complete coverage of this key market . . .

Now over 17,000 Circulation

Call, Wire or Write W. S. DEHIMER, Adv. Dir., for Merchandising Cooperation, Surveys or Additional Market Information

New Diversified Utica

287% vs. New York State 251%

Evidence of The New Diversified Utica as an attractive market is revealed in studying Sales Management's Surveys for trends since Pre-World War

Utica's Retail Sales per capita increased 36 percentage points more than did those for all New York State . . . 11 percentage points more than did Up-state New York (omitting N. Y. City and its suburban Westchester County). Its increase in Effective Buying Income per capita was 231% vs. 224% for the State.

Compared with N. Y. City and Westchester, the facts are even stronger in favor of this one-time textile town now turned hard-goods and electronics recently the subject of a special page-one story in The Wall Street Journal.

These Utica newspapers deliver 70,796 daily net-paid circulation . . . 65,303 of it concentrated among the 79,984 families of Oneida and Herkimer Counties . . . a ratio of better than 80%.

UTICA OBSERVER-DISPATCH

UTICA DAILY PRESS

Evening and Sunday

Morning

Members: The Gannett Group

Represented by J. P. McKinney & Son, Inc.

New York . Chicago . San Francisco

Mills of the	Metro- politan Area		POPULA ES		E8	EFFECTIVE BUYING INCOME ESTIMATES—1854				NEW YORK— (Cor RETAIL SALES ESTIMATES—1884							SALESIAND ADVERTIS- ING CONTROLS		
COUNTIES		Total	1 %	6 Fami-	Urban- ized	Net	94	Per Cap- ita	Per Fam- ily	Deliars (add 800)	U.S.A.	County Sales Per Fam- ily	FIVE STORE GROUPS (in thousands of dellars—add 909)			Buying Q	Ousi-		
		(theu- sands)	U.S.A.	fies (thou- sends)	Population (theu- sands)	Dollars (add 000)	U.S.A.						Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Oneida	154	232.4 104.0 45.9	.0640	67.9 31.3 12.0		344,935 162,272 69,316	.0646	1,500	5,080 5,184 5,776	267,892 150,091 50,265	.1516 .0883 .0298	3,798	67,945 38,698 13,868	20,885 14,508 8,470	13,277 8,843 1,803	40,108 26,365 6,860	5,275 3,283 1,210	.1428 .0716 .0383	113

A and A See end of state for SM Metropolitan County Areas.

O SM, 1955.

Before using these figures, see explanation page 11.

For PROFITABLE Selection of Markets

Since a market is only as good as your chances of selling it, its basic market data should be "weighted" by such factors as available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only show the net worth of the market . . . in terms of your selling chances . . . but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.

What Groceries!

They prove Newburgh-Beacon over 55,000 population.

The Newburgh-Beacon market sells more groceries per capita than does any other city in New York State as large or larger . . . in fact, 47% more than the next best so-called "Metropolitan" city and 70% better than New York City. No big city exceeds Newburgh in per capita total retail sales . . . it leads Greater New York City by 58%. (Interpreting Sales Management's tabulated figures.)

These exceptionally high retail sales prove the Newburgh-Beacon shopping center for the mid-Hudson region with A.B.C. City Zone population of 55,130. But the per capita figures run high even considering this 20% larger population figure.

Where business is better per capita, your advertising can sell more per line.

The Newburgh-Beacon News

Mamber: The Connett Group

Represented nationally by J. P. McKinney & Son, Inc.

New York . Chicago . San Francisco

NEW YORK - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES	Metro	0	POPULA ES 1/1	EFFECTIVE BUYING INCOME ESTIMATES—1854				RETAIL SALES SM ESTIMATES—1864								SALES ADVER INC CONTR	TIS-		
	politan Area	Total	0%	Fami-	Urban- ized	Not	O/L	Per	Par	Dollars	% of U.S.A.	County Sales Per Family	(in		Buying	Omi			
		(thou- eands)	0.8.A.	(thou- sands)	Population (thou- sands)	Dellars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add			Food	General Mdas.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Onendage	145	370.7	.2280		300.3	628,333	111,790007	0.00	5,897	440,778	.2593		112,050	51,742	20,308	69,827	11,100	.2485	1
▲Syracuse		228.1		67.3		408,668			6,072	363,632	.2139		88,979	50,111	18,863	62,583	9,292	.1736	
Ontario		62.2			26.8	86,094			4,843	68,344	.0402		16,471	4,885	3,422	10,977	1,241	.0370	
Geneva		18.5		5.8	234	31,212	.0124			32,417	.0190		8,626	8,236	1,886	4,135	861	.0142	
Canandaigua		8.3	.0051	2.5		13,329	.0053	1,606	5,332	14,285	.0084		3,606	977	660	4,000	188	.0082	133
Orange	218	188.9	.0000	46.0	84.5	235,327	.0937	1,500	5,028	195,848	.1180	4,181	62,282	12,106	9,824	33,246	4,554	.1005	106
Beacon		48.5	,0286	14.1		78,305	.0312	1.684	8.554	85,597	.0503	-	28,290	7,031	4,730	14,867	1,790	.0585	188
△Newburgh		32.5	.0200	10.5		55,437	.0221	1,706	5,280	64,594	.0380		17,421	6,112	4,267	12,874	1,324	.0265	133
Middletown		23.1	.0142	6.5		35,609	.0142	1,542	5,478	39,771	.0234		10,332	3,080	2,269	6,604	1,215	.0170	120
Port Jervis		9.2	.0057	3.1		12,687			3,770	16,352	.0096		5,223	897	1,081	2,531	360	.0064	112
Orisans		30.6	.0186	9.4	11.5	37,828	.0150	1,230	4,003	31,262	.0184	3,326	8,373	1,933	1,386	4,680	638	.0168	89
Oawego		80.4	.0494	23.5	38.7	99,315	.0395	1,235	4,226	73,886	.0435	3,144	20,863	3,725	3,754	11,334	1,971	.0427	86
Oswego		22.9	.0141	6.5	100	30,565	.0122	1,335	4,702	27,324	.0161		8,609	923	2,031	4,576	698	.0138	98
Pulton		14.3	.0088	4.4		19,630	.0078	1,373	4,461	21,227	.0125		5,464	1,929	1,282	3,645	602	.0094	107

A and A See end of state for SM Metropolitan County Areas.

C SM. 1955.

Before using these figures, see explanation page 11.

Step Ahead With NEWBURGH: On the marvelous NEW THRUWAY

We can put you in touch with owners of industrial sites and buildings

NEWBURGH, N. Y.

Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

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Sales, Construction	91-119
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To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.



In 1954, nationally famous brand producers selected the Syracuse Market (and Newspapers) to give 44 new products their first consumer tests.

FREE

Write for folder "The Syracuse Market" showing key marketing factors in the 15 county Central New York Market. When you compare Syracuse to other key markets, look beyond the city zone and the 5 county metropolitan area—survey the complete market. Evaluate the unique position occupied by Syracuse, the only major city within 15 counties with one third of a million families spending 1½ billion dollars annually.

Again in '55 — Your Best Media Buy
THE SYRACUSE NEWSPAPERS

Circulation at an all time High NET PAID DAILY 217,817 NET PAID SUNDAY 325,623



IS **LOCAL!**

The SYRACUSE Newspapers

HERALD JOURNAL - POST STANDARD
(Evening) (Morning)

(Evening)

HERALD-AMERICAN (Sunday) POST-STANDARD

GENERAL ADVERTISING REPRESENTATIVES

MOLONEY, REGAN & SCHMITT

MAY 10, 1955

535

In The TROY, N. Y. CITY ZONE Only ONE Medium Reaches 99% of the Market

THE RECORD NEWSPAPERS

Circulation: 46,967

City Zone Population: 125,600 Tot. Market Pop.: 211,148 Total Net Income: \$207,818,000

• Income Per Family: \$5,587

Total Retail Sales: \$154,098,000

• Food Sales: \$46,033,000

Automotive Sales: \$27,856,000

THE RECORD NEWSPAPERS

THE TROY RECORD

TROY, N. Y.

THE TIMES RECORD

	Metro-		POPULA ES 1/1		ES .	6077A	TIVE B			1311		O	770	SALES	1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	92	Fami-	Urban-	Net	*	Per	Per	Dollara	QL.	Goun-	(in	FIVE ST	ORE GRO			Baying	Owal
		(thou- sands)	U.S.A.	tice (thou- eands)	Population (thou- sands)	Deliars (add 000)	u.s.A.	Cap-	Fam- liy	(add 000)	W.S.A.	Sales Per Fam- ily	Food	General Motes.	Furn House- Radio	Auto- motive	Drug	Power Index	In- dex
Oneonia		63.0 14.3 21.0	.0088	16.6 4.4 6.8		00,023 22,846 30,226	.0001	1,598	4,188 5,192 4,445	90,826 28,139 28,924	.0357 .0165 .0170		15,429 6,583 8,583	8,182 8,532 151	1,731 1,003 868	9,508 4,440 8,781	1,329 764 566	.0310 .0113 .0136	128
2Queens	90A	1,674.3			1674.3	3,438,562	1.3002	2,054	8,500	1,748,235	1.0204	3,334	653,845	104,178	110,642	230,274	23/117	179 1	8
ATroy		138.3 78.9	.0455	21.5		222,270 122,855	.0489	1,062	5,292 5,714		.0087		39,915 28,364	7,710	10,138 9,103	25,887			103 118 104
Renmelaer 2Flichmend Rockland	SBA SBA	11.1 200.4 96.4	.1233	10000	200.4	19,013 355,373 147,588	.1416	1,773	6,133 6,323 6,024	11,053 183,876 80,766		3,272 3,297	4,063 72,960 27,388	8,834 2,038	9,432 6,653	23,449 13,900		.1279	104
Nyack		6.1	.0038	1.8		9,972	.0040	1,685	5,540	20,374	.0120		5,451	574	2,808	5,958	466	.0064	168

2 The City of N. Y. Includes Bronx, Kings, Queens, New York and Richmond Counties.

A and △ See and of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11



WGY IS THE CAPITAL OF THE 17TH STATE*

IN SALES RESULTS
COVERAGE
PRESTIGE

For the past 33 years, WGY has been serving Eastern Upstate New York and Western New England. This populous and prosperous area contains:

22 cities over 10,000 population 2,983,996 people 878,130 families \$4,396,393,904 effective buying income New York's Capitol District

*The WGY area is so named because its retail sales is exceeded by only 16 states.

WGY

STUDIOS IN SCHENECTADY
50,000 WATTS
GENERAL ELECTRIC STATION

CONTACT YOUR
HENRY I. CHRISTAL MAN
YORK • CHICAGO • SAN FRANCISCO
DETROIT • BOSTON

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK - (Continued)

Table III de la				TION TIMATE	ES	(VI)	TIVE B					0	777	L SALES	1954		911	ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	07	Fami-	Urban-	Net	67.	Per	Per	Dollara	%	Coun-	(in	FIVE ST	ORE GRO		mak .	Buvina	Qual-
	Z I	(thou- eands)	0f U.S.A.	ties (thou- eands)	Population (thousands)	Dollars (add 000)	u.s.a.	Cap- ita	Fam- ity	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- dex
St. Lawrence	10.	100.7	.0619	27.4	47.7	119,813	.0477	1,190	4,373	96,217	.0566	3,512	26,643	8,300	4,386	13,365	2,283	.0532	36
Massena		14.6	.0090	4.5	-	20,102	.0088	1,377	4,467	18,407	.0108		5,322	1,453	1,025	3,830	388	.0090	100
Ogdenaburg	1 3	16.3	.0100	4.0	104	18,163	.0072	1,114	4,541	17,632	.0103	150	5,190	1,875	1,147	1,401	422	.0067	87
Potedam		7.7	.0047	1.8		11,356	.0045	1,475	6,309	13,111	.0078		4,536	1,643	965	1,375	187	.0055	117
Gouverneur		5.1	.0031	1.6		7,242	.0029	1,420	4,526	12,914	.0076		4,066	930	817	2,532	190	.0044	
Saratoga		79.9	.0492	24.0	43.5	115,777	.0461	1,449	4,824	76,436	.0450	3,185	21,266	3,370	2,989	11,194	1,734	,0464	94
Saratoga	1	Chapt.	6000	1100	-	6	Upsa.		25	ATZ NER		100		FIFT	7501075	100 m	30	11.00	1
Springs	1000	16.2	.0100	4.8		24,768	.0099	1,529	5,100	28,204	.0165		5,239	1,595	1,439	5,365			119
Mechanicville.		7.5	.0046	2.2		13,282			6,037	12,521	.0074		3,679	741	584	2,300	260	.0058	1000
Schenectady	2	153.5	.0944	48.7	133.1	288,866	.1181	1,882	5,932	187,489	.1102	3,850	47,224	18,167	8,861	30,122	4,366	.1006	116

C SM, 1955.

Before using these figures, see explanation page 11

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Permission to reproduce this Survey of Buying Power data in printed form, in whole or in part, may be granted only through written request to the copyright owner, SALES MANAGEMENT, INC.

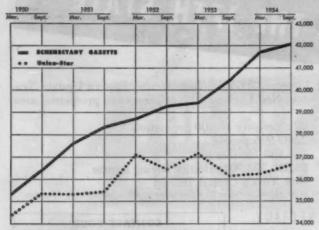
SELL THE SCHENECTADY, N. Y. MARKET THROUGH THE

Dominance of The

SCHENECTADY GAZETTE

Leader for over 60 Years

CIRCULATION 42,039



LINEAGE GAINS SHOW TREND!

Media Records shows the GAZETTE gained in every major classification in 1954. Total gains were 859,070 lines.

NATIONAL REPRESENTATIVES—REYNOLDS, FITZGERALD, INC.

AN ALL TIME HIGH

A. B. C. Publishers Statement figures for six months period ending Sept. 30, 1954 shows the GAZETTE leading in all zones, with a total lead over the second paper of 5,361.

ADVERTISING

MORE THAN 2,500,000 LINES LEAD!

	GAZETTE	Union-Star
RETAIL DISPLAY	7,672,179	6,812,016
GENERAL DISPLAY	1,311,951	1,315,812
AUTOMOTIVE DISPLAY	835,244	669,652
FINANCIAL DISPLAY	260,489	189,781
TOTAL DISPLAY	10,079,863	8,987,261
CLASSIFIED	3,399,610	1,998,550
LEGAL	143,620	125,768
TOTAL ADVERTISING	13,623,093	11,111,579

NEW YORK - (Continued)

•	-					
	The	"SM"	symbols	mark	original,	exclu-
					MANAGE	

	Metro			ATION TIMATI	ES	40/A	TIVE BI			1	1	O	770	L SALES	1954		10	SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	9/2	Fami-	Urban- ized	Not	90	Per	Per	Dollars	%	Coun-	(li	FIVE ST	ORE GRO			Buying	Oun
		(thou- sands)	of U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Feed	General Mdes.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- des
ASchenectady.		95.0	.0584	30.0	11	183,750	.0732	1,934	6,128	161,963	.0953		38,445	17,734	8,271	28,103	4,117	.0769	189
Schohario	1	23.8		7.1		29,823	.0118	-	1545557	25,414		3,579	5,851	1,081	558	8,053	306	.0133	
Schuyler	100	14.9		4.5		15,270			3,393	14,894	.0087		3,209	527	525	3,173	283	.0075	81
Beneca		27.7 94.6	.0171	28.0	10.6	31,506 128,435	.0126		4,378	22,218 94,763	.0857	3,086	5,945 24,820	707 7,235	3,750	3,790	863 2,110	.0136	01
Corning	1 - 1	18.6		1000		33,574			6,335	25,236	.0148		6,438	2,385	1,398	6,330	710	.0134	
Hornell		15.0		4.7		21,596			4,595	23,918	.0141	-	6,410	2,240	1,184	4,454	601	.0104	1
Bath		5.8	.0036	1.9		10,007			5.267	12,684	.0075		3,478	606	565	3,693	230	.0050	
Buffolk	99A	362.2	.2228	99.3	102.3	539,566			5,434	362,781	.2134	3,653	109,489	15,888	14,180	80,502	8,108	.2161	97
Patchogue		8.8	.0054	2.7		13,932	.0055	1,583	5,160	26,403	.0135		7,653	4,476	1,080	2,687	398	.0085	157
Babylon		7.8	.0048	2.5		16,616	.0066	2,130	6,646	14,647	.0087		5,862	220	776	2,593	297	.0069	144
Kings Park		13.2	.0081			7,384	.0029	559		12,485	.0073		3,711					.0053	88

A and A See end of state for SM Metropolitan County Areas. *Not Available.

Before using these figures, see explanation page 11 © SM, 1955.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

INDUSTRIAL E-X-P-A-N-S-I-O-N!



CORNING GLASS WORKS launches largest single construction project in its 103-year history.

Around the famous "Glass Center"—which drew 1,500,000 visitors in two years—Corning Glass Works is building a nine-story office building, three-story research laboratory and an extensive one-story laboratory and shop building.

Seventy-five percent of Corning Glass business comes

from products that did not exist in 1940, when the present outgrown laboratory was built. The new project . . . making it "possible to broaden our development program". . . is "enduring evidence of Corning Class Works' intention to make Corning the nerve center of the glass industry". . .

Corning's E-X-P-A-N-S-I-O-N means skyrocketing sales potentials. Have you got them in your sales sights?

Corning's growth . . . more families, more wage-earners, more income and more sales, is based on solid industrial giants like Corning Glass Works, Ingersoll-Rand and Westinghouse. In March a \$5,100,000 school building program was approved by Corning voters, more evidence of expansion and foresight.

In the city, income averages \$6,335 per family. The

entire Corning market offers a \$100,000,000 effective buying income target to advertisers.

In keeping with the whole spirit of growth and expansion in Corning, The Leader last August moved into a modern new plant, boasting the newest in equipment and facilities, including twin Goss Dek-A-Tube presses.

Getting in step with Corning means getting in step with more business and more profits for you! A postcard will bring you the full story in an attractive folder. Send for it today!

The CORNING LEADER · CORNING, N.Y.

Represented Nationally by THE JULIUS MATHEWS SPECIAL AGENCY, INC.

MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO <u>or</u> TV station in New York!

WOR radio

The Station With The Largest Audience in America

"National spot and local

Source: Broadcast Advertisers Report

Deliting Per Per Deliting Per Per			o o		TION TIMATE	8	MOTA!	TIVE BI					•	-77	SALES IMATES	1984			ADVER ING CONTR	TIS-
Cheu- Cheu		Metro- politan Area	Total	or .	Fami		Man	or.	Dor	Ber	Delises			(In					Region	Qua
Montlesile			(thou-		flee (thou-	Popu- lation (thou-	Dollars (add		Cap-	Fam-	(add	U.S.A.	Per Fam-	Food		House-		Drug	Power	ity In- des
Liberty						9.5						447	5,755							112
Tioga															2.00					
Tempitins 86.4 .0408 18.1 33.4 103.834 .0414 1.968 8.742 67.485 .0397 3.723 16.482 6.181 2.809 12.351 1.406 .0408 1 Ithana 31.5 .0166 7.7 .669.036 .0226 1.7817.355 .00,803 .0099 .0386 .0236 .7817.355 .00,803 .0099 .0099 .0481			0.0	10001	-						1.0.0		1.70		1	-		73		
Tables	Noga		31.5	.0194	9.6	12.0	38,301				30,280	.0178				761				
Unster 98.7 .0000 30.0 42.1 131,257 .0523 1,272 4,376 111,033 .0683 3,701 15,138 5,077 3,610 10,403 1,000 .0221 1.56 .0250 .0250 1.56 .0250 1.56 .0250 1.56 .0250 1.56 .0250 1.56 .0250 1.56 .0250 1.56 .0250 1.56 .0250 .0250 1.56 .0250 1.56 .0250 1.56 .0250 1.56 .0250 .0250 .0250 .0250 .0250 .0250 .0250 .0250 .0250 .0250 .0250 .0250 .0250 .0250 .0250 .0250 .0250			66.4	.0408	18.1	33.4	103,834	.0414	1,565	5,742	67,465	.0397	3,728						200,000	
Warren			31.8			15343	56,635						13.1						9.000	
Warren			-			42.1							3,701							
Cleas Falls	Kingston	200	29.5	.0181	9.1		45,724	.0182	1,880	5,025	53,344	.0314		15,138	5,077	3,610	10,403	1,080	.0231	122
Climes Falls	Warren	13.1	40.6	.0250	12.6	20.1	55,022	.0221	1,370	4,414	67,248	.0396	5,337	15,551	5,173	3,995	13,913	1,824	.0280	112
Newark Selicit Selic	Glens Falls		20.1	.0124	6.3		31,713	.0126	1,576	5,034	46,119	.0271		10,396	4,517	2,690	9,191	1,052	.0169	130
Newark	Washington		47.2	.0290	13.7	18.0	54,502	.0217	1,155	3,978	38,841	.0228	2,835	12,340	1,227	591	3,923	1,126		
Westchesist 99A 684.7 .4999 188.6 e23.5 1,852,827 .8190 2,335 7,894 888.692 .5109 4,419 276,887 72,694 82,235 145,881 21,516 .5440 117,127 .04601,388 8,612 183,000 .0900 83,077 6,312 9,403 25,449 3,579 .1156 12 .0461 23.3 117,127 .04601,388 8,612 183,082 .0904 88,663 31,923 9,735 26,910 2,722 .0555 11 .0461 23.3 170,881 .00801,3787,682 119,832 .0704 41,386 4,898 10,346 24,165 2,490 .0457 117,004 .0461 23.3 170,881 .00801,3787,682 119,832 .0704 41,386 4,898 10,346 24,165 2,490 .0457 117,004 .0461 23.3 1170,881 .00801,3787,682 119,832 .0704 41,388 4,898 10,346 24,165 2,490 .0457 117,004 .0461 24.5 .0181 6.8 46,401 .0185 1,889 6,893 40,707 .0233 11,383 2,665 4,020 3,249 1,071 .0193 117,004 .0181 11,004 .0181 11,004 11,0		1	58.3	.0380	17.9	18.1	78,307	.0292	1,257	4,096	60,171	.0354	3,302	13,603	3,122	1,967		1,233		
Yonkars 160.3 .0886 48.2 246,140 .1878 2,150 7,181 153,006 .0900 53,077 6,312 9,493 25,449 3,579 .1156 1 White Plains 49.1 .0302 13.6 117,127 .0466 2,388 8,612 153,062 .0904 28,852 31,923 9,735 26,910 2,722 .0565 18 New Rochalls 62.9 .0387 17.8 153,247 .0610 2,436 8,692 107,281 .0631 34,881 13,877 7,677 24,284 2,076 .0872 1 .0621 .0185 .86,001 107,281 .0631 34,881 13,877 7,667 24,284 2,076 .0872 1 .0631 34,881 13,877 7,667 24,284 2,076 .0631 .0861 .0831 2,655 4,030 3,249 1,071 .0193 1 .0831 2,655 4,030 3,249 1,071 .0193 1 .0831 2,655 4,030 3,249 1,071 <td< td=""><td>Newark</td><td>100</td><td>11.3</td><td>.0070</td><td>3.6</td><td>- 21</td><td>14,003</td><td>.0056</td><td>1,344</td><td>5,408</td><td>16,173</td><td>.0095</td><td></td><td>3,261</td><td>1,345</td><td>488</td><td>8,959</td><td>143</td><td>.0071</td><td>101</td></td<>	Newark	100	11.3	.0070	3.6	- 21	14,003	.0056	1,344	5,408	16,173	.0095		3,261	1,345	488	8,959	143	.0071	101
Yonkers	Westehoster	99A	884.7	4000	198.6	923.5	1,852,827	.8180	2.335	7,994	888,692	.5109	4.419	278.387	72,634	02,235	145,881	21,518	.5440	133
White Plains 49.1 .0302 13.6 117,127 .0466 2,388 8,612 183,662 .0804 38,852 31,923 9,735 26,910 2,722 .0565 11 Mount Version. 75.0 .0461 22.3 170,861 .0080 2,3787 7,667 118,382 .0704 41,388 4,888 10,346 24,165 2,400 .0631 Port Chester 24.6 .0181 6.8 46,401 .0185 1,889 6,834 39,670 .0233 12,380 2,685 4,020 3,249 1,071 .0193 12 Port Chester 18.3 .0113 5.2 33,552 .0134 1,8336 4,420 33,024 10,417 1,689 2,531 8,000 1,165 .0102 4.4 29,912 .0119 1,803 6,798 .0144 6,739 701 1,383 4,208 564 .0122 12 Bronxville 6.8 .0042 1.8 34,406 .0137 5,000 19114 19,880 .0116 7,418 369 723 505 1,004 .0112 2 Mount Elso 6.1 .0038 1.7 11,912 .0047 1,983 7,007 17,981 .0104 6,250 323 1,224 4,664 233 .0002 18 Manaroneek 18.3 .0066 8.6 69,642 .0377 5,010 19345 17,561 .0105 4,891 144 190 .809 .0187 8,000 1,180 17,581 .0105 4,891 144 190 .809 .0187 8,000 1,180 17,581 .0105 4,891 144 190 .809 .0187 8,000 1,180 17,581 .0105 4,891 144 190 .809 .0187 8,000 1,180 17,581 .0105 4,891 144 190 .809 .0187 8,000 1,180 17,591 .0105 1,180	Yonkers	1	160.3	.0086								.0000		53,077	6,312	9,493	25,449	3,579	.1156	117
New Rochalle. 62.9 .0387 17.8 153,247 .0610 2,430 8,609 107,281 .0631 94,881 12,877 7,667 24,284 2,078 .0872 17.8 183,247 .0610 2,430 8,609 107,281 .0631 94,881 12,877 7,667 24,284 2,078 .0872 17.8 183,247 .0610 2,430 8,609 107,281 .0631 94,881 12,877 7,667 24,284 2,078 .0872 17.8 183,247 .0610 2,430 8,099 107,281 .0631 94,881 12,877 7,667 24,284 2,078 .0872 17.8 12,340 2,685 4,020 3,249 1,071 .0193 17.8 183,247 .0610 2,44 2,9,12 .0619 1,809 6,709 23,903 .0441 6,730 701 1,383 4,008 564 .0122 17.8 183,000 17.8 183,000 17.8 11.9 12 .0047 1,983 7,007 17.9 17.0 104 0,290 323 1,224 4,864 233 .0062 17.8 11.9 12 .0047 1,983 7,007 17.9 17.0 104 0,290 323 1,224 4,864 233 .0062 17.8 11.9 12 .0047 1,983 7,007 17.9 17.0 104 0,290 323 1,224 4,864 233 .0062 17.8 11.9 12.7 .0068 3.6 69,442 .0377 8,510 13048 17.8 10.003 4,801 414 190 493 .0187 2.0 18.8 12.7 .0078 3.6 44,031 .0175 3,469 12230 15,794 .0098 5,467 210 564 3,854 545 .0121 17.4 12.7 .0078 3.6 44,031 .0175 3,469 12230 15,794 .0092 5,477 117 17.8 2,174 618 .0063 17.4 17.1 18.3 17.4 618 .0063 18.7 18.3 .8 12 5.7 8.8 24,108 .0098 1,317 4,229 24,116 .0141 4,231 9,102 870 1,127 4,187 415 .0113 1			49.1								153,562	.0004		38,552	81,923	9,735	26,910	2,722	.0565	187
Port Chester	Mount Vernon.		75.0	.0461	22.3		170,881	.0080	2,278	7,682	119,832	.0794		41,286	4,808	10,346	24,165	2,490	.0643	135
Peakskill 18.3 0.013 5.2 33,582 0.024 1,833 6,452 33,024 0.0194 10,417 1,639 2,531 5,006 1,150 0.0148 12,006 12,006 1,150 0.0148 12,006 12,006 1,150 0.0148 1,150 0.0148 1,150 0.0148	New Rochelle.		62.9	.0387	17.8		153,247	.0610	2,436	8,609	107,251	.0631		24,861	12,877	7,667	24,284	2,076		
Ossining. 16.6 .0102 4.4 29.912 .0119 1,803 6,798 23,983 .0141 6,730 701 1,388 4,208 564 .0122 12 Broaxville. 6.8 .0042 1.8 24,406 .0187 [6,000 19114 19,880 .0116 7,418 360 733 505 1,004 .0112 2 Mount Kisco. 6.1 .0038 1.7 11,912 .0047 1,663 7,007 17,671 .0104 6,359 323 1,224 4,864 232 .0028 Beardale. 13.8 .0088 8.6 69,642 .0077 5,010 10345 17,661 .6103 4,801 414 190 493 .0187 28 .0081 237 .0151 3,852 8,233 18,967 .0100 6,794 308 839 871 937 .0151 3,858 4,233 18,967 .0100 6,794 308 839 871 937 .0151 12,77 .0078 3,584 545 .0151 13,584	Port Chester		24.6	.0151	6.8		46,401	.0185	1,886	6,894	30,570	.0233		12,386	2,665	4,020	3,249			
Broaxville			18.8	.0113	5.2		83,552	.0134	1,833	6,450	33,024	.0194		10,417	1,630					
Mount Elseo 6.1 .0038 1.7 11.912 .0047 1,983 7,007 17,871 .0104 0,289 323 1,224 4,864 233 .0062 18 Beardale 13.9 .0086 3.6 69,642 .0277 5,010 19345 17,561 .0103 4,801 414 190 493 .0187 2 Mamaroneek 16.1 .0090 4.6 37,871 .0151 3,835 8,233 10,967 .0100 6,794 308 829 871 327 .0125 2 Rye 12.7 .0078 3.6 44,061 .0175 8,649 12230 15,794 .0095 8,407 210 564 3,584 545 .0131 1 Larchmont 6.5 .0040 1.8 23,751 .0095 3,654 13195 15,640 .0092 8,077 417 718 2,174 518 .0083 3 Tarrytown 9.7 .0060 2.8 24,003 .0082,536,786 13,937 .0082			16.6	.0102	4.4		29,912	.0119	1,803	6,798	23,983	.0141		6,730	701					
Searchale 19.9 0.086 3.6 09.642 0.077 5.010 10345 17.861 0.603 4.801 414 190 493 0.0187 2 2 2 2 2 2 2 2 2						TOT!						200700	23-4							
Mamaroneek 16.1 .0090 4.6 37,871 .0151 2,828 8,233 10,967 .0100 6,794 308 839 871 837 .0125 12 Rye 12.7 .0078 3.6 44,031 .0175 3,684 12330 15,794 .0093 5,467 210 564 3,854 545 .0131 1 Larchmont 6.5 .0040 1.8 23,751 .0093 3,654 13195 15,649 .0092 6,977 417 718 3,174 618 .0032 Tarrytown 9.7 .0060 2.6 24,603 .0098 2,536,878 12,937 .0082 5,715 454 1,502 1,140 461 .0086 Wycoming 32.7 .0231 9.2 11.0 35,088 .0140 1,072 3,814 32,242 .0180 8,976 2,111 1,405 5,765 811 .9167 Yatee 18.3 .8112 5.7 5.8 24,105 .0086 1,317 4,229 24,116 .0141 4,231 9,102 870 1,127 4,167 415 .0113 1																	4,864			
Rye													100			-	-			
Larchmont 6.5 .0040 1.8 23,751 .0095 3,554 13195 15,640 .0092 6,877 417 718 2,174 818 .0083 2 Tarrytown 9.7 .0080 2.8 24,603 .0098 2,536 8,786 13,937 .0082 5,715 454 1,502 1,140 451 .0066 1 Wyoming 32.7 .6201 9.2 11.0 35,088 .0140 1,0723,814 32,242 .0180 3,774 2,111 1,405 5,766 811 .0167 Yates 18.3 .8112 5.7 5.8 24,105 .0080 1,317 4,229 24,116 .0161 4,231 9,102 870 1,127 4,167 415 .0113													100							
Theorytown 9.7 0.060 2.8 24,003 0.098 2,53 8,786 13,937 0.082 5,715 454 1,502 1,140 461 0.086 1 Wyoming 32.7 0.201 9.2 11.0 35,008 0.140 1,072 3,814 32,242 0.008 3,505 0,774 2,111 1,405 5,765 011 0.007 18.3 0.007 18.3 0.007 18.3 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,231 9,102 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,231 9,102 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,229 24,116 0.008 1,317 4,231 9,102 0.008 1,317						1							1							
Wycening 32.7 .0201 9.2 11.0 35.008 .0140 1,072 3,814 32,242 .0190 3,605 0,774 2,111 1,405 5,706 011 .0167 Yatoo																			-	-
Yatoo 18.3 .6112 5.7 5.8 24,105 .0000 1,317 4,229 24,116 .0141 4,231 9,102 970 1,127 4,167 415 .0113 1													* 200							
																				-
			12,358.8	7.6024	3,806.8		23,735,892	9.4519	1,921	6,235	16,516,718	9.7138		4,531,228	1,632,252	1,035,256	1,999,533	400,522	9.1610	12



.... the **BIGGEST**shot-in-the-arm your advertising dollar ever had...

A vitamin shot for sagging sales . . . Adrenalin to quicken lagging customer response . . .

Yes, a dollar spent in Westchester is the best spent; for Westchester is synonymous with wealth. The people buy more because they have more to buy with . . . Why? Because, Westchester Newspapers give you an economy of advertising unequaled elsewhere. You KNOW what they can buy. Frankly, Westchester is a quality market, a premium, blue ribbon county . . . Home delivered to 8 out of 10 in Westchester, our evening papers reach over 135,000. No other county can buy like Westchester and no other group of newspapers can sell' like the Westchester Group Newspapers . . . Find what it is like to use a 100 cent advertising dollar with the . . .



8 CHURCH ST. WHITE PLAINS, N. Y.

REPRESENTED NATIONALLY BY KELLY - SMITH CO. St with

316,00 C

EFFECTIVE RADIATED POWER EQUIVALENT AT 1,000 FEET

St with

published audience GUARANTEE

You pay for what you get

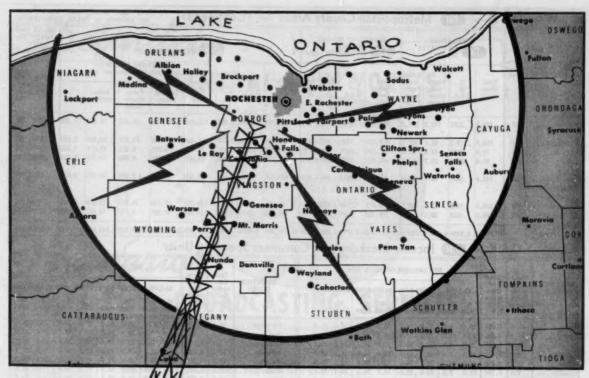
Waty channel

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

ne Ol	Metro		POPULA ES 1/1	TION TIMATE	18	#9/70 I	TIVE B					0	TTA.	SALES	1954			SALES ADVER ING CONTR	TIS
AREAS	politan Area	Total	-	Fami-	Urhan- ized	Not	-	Per	Per	Dellara	%	Goun-	(lie	FIVE ST	ORE GRI			Buying	Qua
A LAND TO	198	(thou- eands)	U.S.A.	(thou- sands)	Population (thou- eands)	Dollare (add 000)	U.S.A.	Cap- ita	Family	(add 000)	U.S.A.	Saine Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power	ity in- de:
Albany-Schenoc- tady-Troy Binghamton Duffalo	2 16 21	841.7 194.4 1,161.2	.1196	2000	443.2 154.0 1015.3	325,811	.1297	1,676	5,593 5,606 5,686	222,151	00000	4,156 3,824 3,971	166,988 54,356 348,292	87,085 29,482 174,984	37,757 13,893 86,510	115,533 39,644 258,948	5,548	.3806 .1280 .7750	10
New York-N. E. New Jersey	99A 119		6.2205		9835.5	19,959,290	7.9477	1,971		12,475,852		3,978 3,964	3,573,867 187,244		794,841 37,039	1,244,638 121,648	200	7.4298 .3881	2.5

New Feature at End of Each State

Immediately following the metropolitan areas at the end of each state you will find a new table that breaks down the consumer spending units for counties and cities in the state . . . by these income brackets: \$0-\$2,499; \$2,500-\$3,999; \$4,000-\$6,999; over \$7,000.



(0.3 MV/M CONTOUR INDICATING ONLY OUR EXCELLENT RECEPTION COVERAGE AREA)

The Rich ap Of New York State!

NOTE ON CHANNEL 10 DAYTIME OPPORTUNITIES

-1,000,000 * Income Per Family (Average)...\$5,503
- Total Retail Sales.....\$903,970,000 Stability of Employment Excellent
- TV Home Saturation.. Highest in U.S.A.!
- Station Promotion. Complete, therough!

The strong CBS network daytime shows plus our own smash local participating programs offer daytime 15 to 20 ratings, some adjacencies to daytime ratings of 21 up to 29—yet you pay only our low, low Class "C" rates!



125,000 WATTS . CBS BASIC . ABC



WHEC. TV-WVET. TV ROCHEST

EVERETT-McKINNEY, INC . NATIONAL REPRESENTATIVES . THE BOLLING CO., INC

	Nietro	0		TION TIMATE	ES	EFFEC SM	TIVE B	UYINI TES-	1954	1		•	2///2	SALES	1964	13		SALES ADVER INC	TIS-
AREAS	politan Area	Total	oz.	Fami-	Urban- ized	Nat	9%	Per	Per	Dellara	% of	Coun-	On	FIVE ST	ORE GR		2.5(9)	Buying	Om
		(thou- sands)	U.S.A.	lies (thou- sands)	Pepu- lation (thou- sands)	Deliars (add 600)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- liy	Food	General Mdss.	Furn House- Radio	Auto- mative	Drug	Power	ity in- des
Syracuse	145	879.7	.2200	116.3	300.3	626,333	.2902	1,006	6,097	440,776	,2983	3,996	112,009	81,742	20,308	60,827	11,100	.2485	100
Utica-Reme	184 172 190	294.0 72.0 93.4	.0443		38.3	427,385 100,335 140,967	.8480	1,394	4,907 4,711 4,912	326,726 76,498 119,075	.0480	3,002 3,001 4,140	86,369 18,400 26,811	24,648 4,230 10,216	16,831 4,878 6,983	80,198 11,018 24,199	1,482	.1780 .0424 .0006	*
△ Jumestewn	190	141.8	.0072	46.2	86.3	205,004	.0010	1,448	4,439	107,294	.0064	3,619	43,038	13,116	7,623	30,243	3,422	.0878	101
Beacen △Watertown	218 228	295.8			100.8	450,673 118,306			5,378 4,481	371,500 183,813		4,433 3,932	110,072 23,529	27,116 10,291	16,975 4,787		100	.1916	
Total of Arons		13,804.1	8.5458	4,270.0	127918	26,200,680	10.4367	1,800	8,138	16,907,386	9,9005	3,981	4,721,073	1,899,098	1,028,122	2,045,489	411,940	9.9290	110

NEW YORK - Income Breakdown of Consumer Spending Units

	Total	in- come			ET IN	COME	GROU	PS, 19	54			Total	In- come		1	NET IN	COME	GROU	PS, 19	14	
COUNTIES	Con- sumer Units (thous.)	per Con- numer Unit	\$6-2 Units	,499 % In- come	\$2,508 % Units	-1,000 % In-	\$4,000 Whits	-6,000 % in- come	\$7,000 % Units	& Over % in- come	COUNTIES CITIES	Con- aumer Units (theus.)	per Con- sumor Unit	\$8-3 Unite	% in-	\$2,500 % Units	-3,900 % [n-	\$4,000 White	-6,999 % In- come;	\$7,000 Walts	% in-
Albany		5,003	25.5	6.9	24.8	16.0	33.2	34.3	16.5	42.8	Herkimar	20.2	4,088	31.0	10.4	28.2	22.7	30.0	38.6	10.8	28.3
Albany		4,926	27.6	7.7	26.4	17.8	30.5	32.8	15.8	42.1	Herkimer	3.4	4,397	25.4	8.0	28.4	19.7	34.7	41.5	13.5	30.8
Cohoes		5,072	22.5	6.1	24.9	16.1	37.0	38.4		38.4	Little Falls	3.1	4,149	26.9	8.8	32.1	25.4	30.3	38.4	10.7	27.3
Watervliet		5,120	20.6	5.5	23.2	14.9	39.8	40.9	16.4	38.7	Jefferson	29.4 13.3	4,030	35.8	12.3	28.9	21.9	27.5	35.5	9.8	29.0 35.3
Allegany Wellsville		3,806 4,709	42.0	16.5	28.1	24.4 18.6	34.3	38.5	7.6 16.4	22.6	Watertown	911.8	5,123	23.6	8.3	25.4	15.3	34.9	35.9	17.6	42.5
Brenx		5,488	21.7	5.5	22.5	13.5	36.8	35.5	19.0	45.5	Lawis	6.9	3,496	30.9	15.7	20.9	28.1	22.9	34.5	7.3	21.7
Broome		5,118	22.6	6.1	23.8	15.2	87.7	38.8	15.9	39.9	Livingston	12.2	3,835	35.8	12.9	27.8	23.4	26.5	38.3	10.4	27.4
Binghamton		5.084	25.3	0.0	24.0	15.5	34.7	35.9	16.0	41.7	Madison	10000	4,070	37.7	12.8	24.0	20.1	28.9	34.7	10.5	32.4
Endicott		5,377	18.9	4.8		18.8	70.000	37.2	17.3	42.2	Oneida	4.0	4,865	27.4	8.3	25.2	18.1	35.0	40.3	13.4	
Johnson City		4,911	21.3	8.0	23.6	15.8	40.5	43.3	14.6	34.9	Monroe	177.4	5,393	23,1	5.0	23.0	13.4	36.6	35.7	18.3	45.0
		.,	24.0			1010	20.0		1	****	Rochester	121.8	5,103	24.9	6.7	23.2	15.0	35.5	38.6	16.4	41.7
Catteraugus	26.9	4,070	34.8	11.8	28.5	21.4	28.5	38.8	10.2	30.0	East Rochester.	2.2	5,730	15.3	8.7	19.3	11.1	45.5	41.7	20.0	43.5
Olean		4,512	30.6	9.3	33.6	16.4	33.8	39.8	13.0		Montgomery	20.2	4,972	24.2	8.7	24.3	18.0	34.7	38.7	16.8	40.6
Salamanea		4,268	29.8	9.6	26.0	20.0	33.9	40.6	11.3	29.8	Amsterdam	11.2	5,109	22.8	6.1	23.6	15.0	35.2	35.8	18.4	43.1
Cayuga	23.3	4,309	31.9	10.2	28.2	19.9	31.3	38.3	10.6	31.6	Nassau	300.2	7,178	15.9	8.1	15.0	6.0	36.5	26.7	32.6	63.3
Auburn	11.8	4,680	25.8	7.6	26.1	18.3	35.9	40.4	12.2	23.7	Long Beach	5.9	6,640	21.3	4.4	16.1	8.0	32.3	25.5	30.8	62.1
Chautauqua	47.8	4,311	28.8	9,2	26.8	20.4	33.7	41.2	10.7	29.2	Glen Cove	6.0	5,862	21.6	5.1	20.9	11.7	34.7	31.1	22.8	82.1
Jamestown	16.7	4,728	24.7	7.2	24.1	18.8	38.0	42.2	13.2	33.8	N. 70.002 (1.00)	10.33	100	500		100		76.3			
Dunkirk	6.1	4,361	24.3	7.6	29.6	22.3	36.3	43.9	9.8	26.2	New York	0.3	173.32	99.		1.32		100		10-	
Chemung	31.5	4,475	28.8	8.0	25.3	10.6	83.1	38.8	12.8	33.7	County	924.1	4,711	34.4	10.1	28.7	20.0	22.4			44.9
Elmira		4,405	30.0	9.4	25.4	18.9	33.1	38.3	12.5	33.4	New York City.	2941.2	5,270	25.1	6.6	34.1	15.0	32.2	32.1	18.6	46.3
Chenange		3,865	34.9	12.4	29.4	24.8	25.7	34.8	10.0	28.0	Ningara	88.8	8,100	22.1	8.0	21.8	14.0	41.0		15.1	37.7
Norwich		4,154	29.2	0.7	28.7	22.7	30.9	39.1	11.1	20.5	Niagara Falls	32.6	5,337	19.9	. 0.1	20.8	12.6	42.9	42.3		40.0
Clinton		3,792	40.1	14.6	25.3	21.9	26.0	38.0	8.6	27.8	Lockport	9.2	4,737	24.8	7.2	25.4	17.6	37.0	41.1	12.8	34.1
Plattsburg	7.4	3,706	44.4	18.6	21.7	19.2	25.0	35.4	8.9	28.9	North										94 4
											Tonawanda	8.2	8,672	18.3	4.9	23.6	15.3	44.1		14.1	
Columbia		4,017	34.1	11.7	29.8	24.4	26.8	34.5	9.8	29.4	Oneida	73.9	4,865	27.2	8.0	28.4	18.5	33.4		13.0	35.6
Hudson		4,265	30.2	9.8	29.3	22.6	28.9	35.6	11.6	32.8	Utica	34.7	4,670	27.0	8.0	27.0	18.9	33.3	37.5	13.7	
Cortland		3,760	36.6	13.4	29.8	25.6	24.7	34.5	9.4		Rome		5,135	23.0	6.9	27.0	18.4	35.4	36.1	14.6	39.8
Delaware		3,790	36.5	13.2	27.7	24.0	26.5	36.6		28.2	Onendaga	139.4	4,819	31.8	8.4	23.0	18.1	31.1	34.9	14.1	39.7
Dutchese		3,603	38.2	14.6	29.2	26.6	34.9	35.2	7.7		Syracuse	20.3	4,005	33.1	10.7	28.5	21.0	28.8	33.1	11.6	34.3
Poughkeepsie		4,811 5,088	29.5	8.5	23.3	15.9	34.9	38.1	14.9	48.4	Ontario Geneva	100000	4,304	34.4	10.8	24.8	18.5	28.6	34.2	12.2	38.5
Beacon		5,300	20.8	5.4	21.3	13.2	39.8	39.4		42.0	Canandaigua	3.0	4,400	27.3	8.4	32.0	23.5	28.2	33.1	13.5	35.0
Erio		5,168	23.0	6.1	22.3	14.1	38.7	39.5	16.0		Orange	53.4	4,408	33.7	10.2	25.8	19.2	20.3	35.0	13.3	35.6
Buffalo		4,978	24.9	6.0	23.3	15.3	37.3	39.4	14.6		Newburgh	11.6	4,780	28.3	7.8	26.7	18.3	33.1	38.4	14.0	
Kenmore		6,288	13.0	2.9	15.6	8.2	45.3	37.8	28.2		Middletown	7.5	4,771	27.5	7.9	25.5	17.5	33.1	36.5	13.9	38.1
Lackawanna		5,062	20.8	6.8	22.8	14.7	41.7	43.4		-36.4	Port Jervis		3,747	33.9	12.4	31.0	27.2	28.7	40.3	6.4	20.1
Tonawanda		5,168	18.4		31.4	13.6	43.8	44.6		36.9	Orleans		3,819	34.0	12.3	28.0	24.0	29.3	40.4	8.7	23.1
Hamburg	2.4	8,227	18.3		15.9	8.4	39.3	33.1	26.5		Oswego		3,780	37.6	13.7	26.6	23.1	27.8	38.7	8.0	24.8
Emex		3,562	36.6	14.1	31.8	29.1	34.7	36.3	6.9	29.5	Owrego		3,814	39.4	14.2	24.9	21.4	27.1	37.4	8.6	27.0
Franklin	14.9	3,500	40.8		29.7	27.4	21.1	31.1	8.4		Fulton	4.6	4,234	27.4	8.8	26.9	20.9	35.8	44.5	9.9	
Malone		3,422	44.0		26.6		21.5	33.1	7.0		Otsego		3,701	39.3	14.6	26.4	23.4	25.6	36.3	8.8	
Saranac Lake.	2.8	4,016	35.4	12.1	28.7	23.5	24.1	31.0	11.8	32.6	Oneonta	5.9	3,876	30.6	14.1	21.7	18.4	28.7	38.9	10.0	
Fullon		4,140	31.9	10.6	28.5	22.8	29.7	37.8	9.9	29,0	Putnam	0.5	4,004	31.5	9.3	21.1	14.9	30.8	34.7	10.6	41.1
Gloversville	. 8.8	4,160	33.5	10.8	28.1	22.2	29.3	37.1	10.1	29.8								1	Tabe.		-
Johnstown		4,200	20.6		28.0		31.3		11.3		Queens	502.1	6,228	15.9		18.5	9.7	39.3		26.3	
Genesso		4,000	25.9		27.0		35.1		13.0		Renseslaer		4,611	30.2		25.0	17.8	31.7		18.1	
Batavia		4,971	24.5		26.0		35.9		13.6		Tray	27.7	4,438	32.4		25.6	18.9	30.1		11.9	
Greene		3,315	42.6		28.8		23.6			17.0	Renessiaer		5,025	20.9	5.7	25.6	18.7	38.5	49.3	15.0	
Catakill	2.1	3,876	38.1	14.7	28.0	25.7	25.4	37.4	8.6	22.2	Flichmend		5,738	19.7		21.4	12.2	87.7	44 6	21.3	
	1				1		1				Reckland		5,337	25.0	8.8	23.4	14.4	33.8	33,3	17.8	
Hamilton	.1 1.4	3,450	1 37.3	14.9	1 35.6	33.9	1 20.6	31.4	1 6.5	19.8	Nysok	1 2.1	4,740	1 33.4	9.4	26.3	18.2	1 26.5	29.4	1 14.8	43.0

SALES MANAGEMENT

Definitely.

CENTRAL NEW YORK'S



Superior

CORTLAND

BROADCASTING SERVICES!

WSYR-TV is Central New York's only maximum-power television station. WSYR Radio is the area's only low-frequency station operating day and night with five kilowatts of power.

Such clear superiority of facilities takes on important significance when you consider that the programming services of the WSYR Stations are produced by management personnel who have spent an average of 14½ years in the broadcasting business right here in Central New York.

It's that combination of topnotch facilities, plus topnotch local programming, plus the full NBC television and radio network services, that gives the WSYR Stations distinct leadership in one of the nation's important markets.

NBC AFFILIATES

WSYR

TV

100 KW CHANNEL 3 RADIO

5 KW 57.0 KC

Represented Nationally by HARRINGTON, RIGHTER AND PARSONS, Inc.

Represented Nationally by
The HENRY I. CHRISTAL CO., Inc.

SYRACUSE, N. Y.

NEW YORK — Income Breakdown of Consumer Spending Units — (Continued)

	Total	In- come			ET IN	COME	GROU	PS, 190	54			Total	in- come	4	8	ET INC	OME	GROU	PS, 10	54	
CITIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2 % Units	% In- come	\$2,500 % Units	-3,996 % In-	\$4,000 Units	4,996 10- 10-	\$7,000 % Units	& Over % In-	OOUNTIES CITIES	Con- sumor Units (thous.)	per Con- sumer Unit	90-2 Waits	2,499 % in- come	\$2,500- % Units	-3,999 % In-	\$4,000 % Units	% In-	\$7,000 % Units	25
St. Lawrence	32.6	3,675	42.4	15.9	24.8	22.2	24.5	35.0	8.3	28.9	Kingston	10.3	4,453	30.9	9.6	25.8	19.1	30.5	35.9	12.8	35.4
Massena	4.7	4,319	26.4	8.4	26.1	19.8	37.3	45.5	10.2	26.3	Warren	18.5	4,135	34.4	11.4	29.5	23.4	25.9	33.0	10.3	32.2
Ogdensburg	4.7	3,866	38.0	13.6	26.1	22.1	28.9	36.6	9.0	27.7	Glens Palls	7.0	4,553	31.0	9.4	26.6	19.2	29.6	34.2	12.8	37.2
Potedam	3.7	3,042	59.7	27.0	18.3	19.7	14.7	25.5	7.3	27.8	Washington	14.4	3,786	34.9	12.7	28.2	24.5	27.8	38.6	9.1	24.2
Gouverneur	1.7	4,193	33.8	11.1	25.8	20.2	20.2	36.6	11.2	32.1	Wayne	18.0	4,080	34.4	11.6	28.4	22.9	26.8	34.5	10.4	31.0
Seratoga	26.3	4,308	29.4	9.2	25.9	19.3	33.5	38.9	13.3	32.6	Newark	3.0	4,788	27.5	8.0	26.9	18.6	31.0	34.2	14.6	39.2
Saratoga			-		-						Westchester	221.0	7,022	20.2	4.0	18.8	8.8	30.7	22.8	30.3	64.3
Springs	6.3	3,958	39.9	13.9	24.3	29.1	25.8	34.3	10.0	31.7	Yonkers	61.7	6,863	18.2	3.7	18.1	8.9	34.0	27.4	28.8	80.0
Mechanicville.	2.5	5,302	17.8	4.6	31.3	13.1	43.1	42.8	17.9	39.5	White Plains	17.5	6,707	22.3	4.6	19.7	9.7	29.1	22.8	28.9	82.9
Schenectady	54.4	5,307	21.1	8.5	19.7	12.2	40.0	39.6	19.3	42.7	Mount Vernon.	26.0	6,582	19.9	4.2	19.4	9.7	33.3	26.5	27.4	50.6
Schenectady	35.7	5,141	23.1	8.2	20.6	13.2	38.3	39.2	18.0	41.4	New Rochelle	22.5	6,804	24.7	5.0	20.5	9.9	26.3	20.3	28.5	84.8
Schoharle	8.1	3,878	39.4	14.8	27.6	24.6	23.4	33.5	9.6	27.1	Port Chester	7.8	5,950	18.7	4.3	23.6	13.0	34.6	30.7	23.1	82.0
Schuyler	4.7	3,228	42.6	18.2	30.7	31.2	22.1	38.0	4.6	14.6	Peekskill	6.0	5,591	23.1	8.7	22.0	12.9	34.9	32.8	20.0	48.6
Seneca	7.7	4,000	30.7	10.3	28.7	21.4	31.2	49.1	11.4	28.2	Ossining	5.2	5,798	19.3	4.8	20.1	11.4	38.8	35.1	21.8	48.9
	11	-			1		-		-		Bronzville	2.8	12.077	22.2	2.5	14.0	4.1	16.6	7.2	46.3	86.2
Stoubon	30.0	4.151	32.4	10.8	27.0	21.3	31.0	39.2	9.6	28.7	Mount Kieco	2.0	5,822	23.6	5.6	21.8	12.3	31.6	28.6	23.0	53.5
Corning	6.6	5,108	21.1	5.7	24.5	15.8	39.1	40.2	15.3		Scaredale	4.6	14,999	18.6	1.7	11.7	2.6	11.3	3.9	58.4	91.8
Hornell	8.5	3,955	33.9	11.8	24.7	20.5	33.4	44.5	8.0	23.2	Mamaroneck	5.1	7,374	17.8	3.3	16.8	7.5	32.1	22.9	33.3	86.3
Bath	2.4	4.230	30.7	10.0	28.7	22.3	30.7	38.2	9.9	29.5	Rye	4.5	9.804	18.3	2.6	17.7	5.9	23.6	12.7	40.4	78.8
Suffolk	105.2	8.130	24.5	0.0	23.8	15.2	34.4	38.3	17.3	42.9	Larchmont	2.1	11.008	19.1	2.4	14.1	4.2	21.7	10.3	45.1	83.1
Patchogue	3.0	4,713	26.3	7.7	25.1	17.6	23.6	37.5	15.0	37.3	Tarrytown	3.9	6,359	28.7	5.8	14.8	7.6	30.7	25.4	27.8	61.2
Babylon	2.0	5,814	19.2	4.5	23.4	12.7	35.4	32.1	23.0	50.7			-								
Kings Park	1.4	5,382	19.4	8.0	21.4	13.0	36.1	35.3	23.1	48.7	Wyoming	9.4	3.727	34.5	12.7	29.7	20.1	28.1	39.8	7.7	21.4
Sullivan	14.8	3,820	39.3	15.0	27.8	25.2	24.3	25.3	8.6	24.5	Vatee	6.8	3,562	41.9	16.2	28.6	26.3	20.4	38.2	9.1	27.3
Monticello	1.8	4.235	32.7	10.6	24.0	18.6	28.5	35.5	14.8									-			
Liberty	4.4	3,981	28.4	9.8	32.8	27.1	29.5	30.0	9.3		Total Above							-			
Tioga		3.728	37.6	13.0	27.6	24.3	25.0	36.5	8.0	25.3	Cities	4129.8	5.227	25.4	6.7	23.9	15.0	32.7	32.9	18.0	45.4
Tomokina	29.4	3,539	46.8	18.2	20.9	19.4	22.1	32.9	10.2				-	-		-				-	
Ithaca	17.7	3,200	53.9	23.3	18.9	19.3	18.8	30.9	8.4	26.5	State Total	5450.9	5,230	25.8	6.8	23.5	14.8	32.6	32.8	18.1	45.8
Uistor			36.3	12.4	27.0		28.4	****	10.3		1000.12	1		-		1		1		1	

NORTH CAROLINA — Counties and Cities — (Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, South Carolina, Virginia, W. Virginia,)

N. Carolina	state map—page 553	Pop.	N	UMBE	R OF O	UTLET	3	recollected to		Pop.	N	UMBE	R OF O	UTLET	8
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Albemarle	Stanly	13.4	54	11	17	18	6	Monroe	Union	10.5	42	10	13	19	4
Asheboro	Randolph	8.2	40	8		18		Morganton	Burke	8.7	37	5	7	16	5
Asheville	Buncombe	56.2	181	30		44		Mount Airy	Surry	7.8	53	9	15	14	6
Burlington	Alamance	27.5	98	13		37		New Bern	Craven	18.0	83	11	14	16	7
Charlotte	Mecklenberg	149.2	300	28	64	57	49	North		17751					
Concord	Cabarrus	17.1	81	14		20		Wilkesboro	Wilkes	4.8	25	6	11	8	5
Dunn	Harnett	6.9	37	10		13		Raleigh	Wake	73.1	208	20		36	. 30
Durham	Durham	73.6	241	21	51	29	26	Reidsville	Rockingham	12.5	54	9	2.44	18	5
Elizabeth Cit	yPasquotank	14.4	113	9		18	7	Roanoke Rapid	s. Halifax	8.0	39	9	14	13	6
Fayetteville.	Cumberland	43.4	115	14	18	28	15	Rockingham	Richmond	3.3	29	7	11	11	3
Gastonia	Gaston	28.6	75	12	25	29	8	Rocky Mount.	Nash	29.4	126	16	26	25 22	13
Goldsboro	Wayne	23.5	119	20	19	21 35 20	11	Salisbury	Rowan	21.5	64	13		22	10
Greensboro	Guilford	82.2	205	27	43	35	26	Sanford	Lee	11.3	35	10	8	15	6
Greenville	Pitt	17.8	76	10	15	20	9	Shelby	Cleveland	16.3	73	12	15	17	5
Hendersonvill	leHenderson	6.5	47	9	10	15	9	Statesville	Iredell	19.1	65	11	16		9
Henderson	Vance	11.5	39	15	14	17	9	Tarboro	Edgecombe	8.7	36	5	6	14	8
Hickory	Catawba	16.4	44	13	26	30	6	Washington	Beaufort	10.2	76	14	18	17	
High Point	Guilford	41.6	109	12	36	28	18	Whiteville	Columbus	4.8	23	8	11	15	4
Kannapolis	Cabarrus	30.4						Wilmington	New Hanover	53.6	224	20		24	18
Kinston	Lenoir	25.4	103	12	12	24	13	Wilson	Wilson	25.0	122	10		23	10
Lenoir	Caldwell	8.2	42	8		17	4	Winston-Salem	Forsyth	99.6	298	28	53	39	28
Lexington	Davidson	14.8	56	7	24	16		Thomasville	Davidson	11.2	. 40	7	13	14	3
Lumberton.	Robeson	10.4	- 47	14	10	17									

O SM. 1955.

Before using these figures, see explanation page 11

SELL WHERE SALES COME EASIER!!

BIGGER SALES IN . 1954!

GREENSBORO

METROPOLITAN COUNTY AREA

BIGGEST SALES CENTER IN THE CAROLINAS!!

BIGGER GAINS 48 - '54 98 OUT OF 100
GROCER-GRAPHIC
READERS
STUDY ITS
ADVERTISING
COLUMNS

FOR IMPORTANT

NEWS*

Important News because here are offered the keys to Greater Sales, Faster Turnover, Larger Profits. These Readers are alert, aggressive Food Merchants, eager for ideas and information that will help them increase business; ever ready to merchandise promising new products. They know that first word of these will be found in the advertising columns of Grocer-Graphic.

And WHO are the Readers covered in this survey?

They are the grocers who do 80% of the food business in the Metropolitan Area of New York City—the greatest Food Market in the Nation.

To Sell The Worlds Greatest Food Market,
THESE are the people YOU must reach.
Ask Our Advisers.



*Chains 100%

Independents 98 % -according to a J. H. Jaffee Associate Survey.

Do you generally read advertising in GROCER-GRAPHIC? CHAINS INDEPENDENTS 2% 98% Do you read some more carefully than others? No CHAINS 63% INDEPENDENTS 86% Why? (Please indicate any reason you may have.) INDEPENDENTS CHAINS Eye and Reading **New Products** 1896 27% Eye and Reading Appeal More Interesting 13% 1196 Appeal **New Products** 896 Products that might 13% interest chain Special Announcements 5% **Premium Deals** 1396 Popular items applying Bigger ads, promotion to "My" business, announcement, popular items each free premiums, etc., rated from 1.5% to rated

What kind of advertising in GROCER-GRAPHIC do you find most helpful?

CHAINS		INDEPENDENTS
45% Ads	furnishing merchan	ndising ideas35%
35%Ads	telling about new	products32%
20% Ads	mentioning "deals"	for grocers28%

Do you usually read the small ads?

fame community of the			
Accession to the control of		Yes	No
CHAINS		50%	50%
INDEPENDENTS	. 1	72%	28%

What kind of trade advertising would you like to have more of?

CHAINS	INDEP	ENDEN	TS
37%	Merchandising Ideas	27	96
32%	New Products	12	96
1196	Advance notice of deals	12	%
5%	New Promotions	2.5	96
5%	Eye Appeal		
5%	Color		
604	Information		

Certoon ads, timely products, merchandise description, tie-in sales, etc., rated 2.5% each with independents.

Would you like to know how much consumer advertising a manufacturer is putting behind his product on a special event in your area in order

to better tie-in with it?	Yes	No
CHAINS	69%	31%
INDEPENDENTS	87%	13%
Do you believe trade paper	advertising	
benefits the manufacturer?	Yes	No
CHAINS	80%	20%
INDEPENDENTS	93%	7%



GROCER - GRAPHIC

The Newspaper of the NEW YORK Food Market

386 FOURTH AVENUE . NEW YORK 16, N.Y.

UP

STILL GOING UP

Effective Buying Power*

1953—Per Capita \$1,577.00 \$1,693.00 1954—Per Family

\$3,782.00

\$6,045.00 by of Buying Power BURLINGTON, N. C.

.... or by any other indices, Burlington, N. C. is a healthy, wealthy, growing market covered completely and effectively only by the

BURLINGTON TIMES NEWS

Up

Represented nationally by: WARD-GRIFFITH CO.

NORTH CAROLINA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

tudge	Matro	O	POPULA ES 1/	ATION TIMAT	ES	60//A	TIVE B			RETAIL SALES SM ESTIMATES—1854									SALES AND ADVERTIS- ING CONTROLS	
CITIES	politan Area	Total	96	Fami	Urban- ized	Not	44	Per	Per	Dellars	97	Coun-	(ir	FIVE STORE GROUPS (in thousands of dollars—add 006)					Oual	
-6	0.00	(thou- sands)	USA	Hee (thou- sends)	Population (thou- ennds)	Dollars (add 600)	U.S.A.	Cap- ita	Fam- lly	(add 900)	u.s.a.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radiu	Auto- motive	Drug	Buying Power Index	ity in- dex	
Alamence		77.4		20.1		102,344	.0408	1,322	5,092	50,090	.0353	2,980	14,431	8,277	5,335	13,678	1,557	.0405	85	
Burlington		27.5		7.7		46,546		1,693		43,372	.0255		7,782	4,604	3,876	10,449	1,093	.0203	120	
Alexander		14.9		3.6		10,544	.0042		3,013	6,104	.0036	1,744	1,341	655	339	1,966	101	.0060	54	
Alloghany		8.0	.0049	2.1		8,311	.0021	884	2,529	4,240	.0025	2,019	670	737	106	1,116	73	.0026	57	
Anson		26.3	.0102	6.1	3.4	17,505	.0009	000	2,870	13,005	.0076	2,142	2,889	1,581	733	4,153	238	.0000	56	
Asho		21.9	.0135	5.1		12,129	.0049	584	2,378	6,962	.0041	1,365	1,321	797	330	1,886	107	.0064	47	
Avery		13.2	.0081	3.1	****	7,842	.0031	894	2,630	3,077	.0018	963	843	573	91	187	80	.0037	48	
Beaufort		37.0	.0228	9.0	12.4	26,350	.0105	712	2,929	28,921	.0150	2,991	8.819	2,182	1,481	4,585	578	.0145	84	
Washington		10.2	.0063	2.8		9,372	.0637	919	3,347	19,828	.0117		3,858	1,619	1,172	3,918	421	.0066	106	
Bertie		26.8	.0184	6.0		17,492	.0070		2,915	13,500	.0079	2,282	2,399	1,580	358	4,844	203	.0002	58	
Bladen		30.4	.0167	8.7		18,804	.0075	619	2,807	13,785	.0081	2,953	3,270	2,895	572	4,516	313	.0000	53	
Brunowick		20.3	.0125	4.6		19,303	.0040	200	2,734	4.972	0020	1.105	1.544	990		1,016	214	.0058	46	

C SM, 1955.

Before using these figures, see explanation page 11

WRRF

5,000 Watts A B C
WASHINGTON
NORTH CAROLINA



WRRZ

1,000 Watts A B C
CLINTON
NORTH CAROLINA

"GOLDIE"
REPRESENTED NATIONALLY BY THE WALKER COMPANY

COPYRIGHT

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CILISUS OF THE CAROLINGS

Primary in the population center of the two Carolinas, Jefferson Standard Broadcasting Company provides mass-ive radio and television coverage in the area where 98% of Carolina industry is located. These stations rate first consideration by any advertiser doing business in the Carolinas.

JEFFERSON STANDARD BROADCASTING COMPANY







And Now, in 1955, Added Impetus from Great New Plants by:





. . . and other eminent names in American manufacturing. Record industrial growth!

GUARANTEED COVERAGE

. . . of this forward-forging market is yours effectively and economically through the 57,406 circulation of the . . .



#304,209,000
ANNUAL RETAIL SALES
#461,026,000
ANNUAL BUYING INCOME

1955 S-M Survey of Buying Power

Write, wire or call for full market facts, with details on our free merchandising services. WE HELP YOU SELL! SELL!

Representatives: The BRANHAM COMPANY

NORTH	CAROLINA-	(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

A		O.	POPULA ES 1/1	A COURS	TIVE BI				10	0	777	SALES	1954			SALES ANI ADVERTIS ING CONTROL			
COUNTIES	Metro- politan Area	Total	0%	Fami-	Urban-	Net	0%	Par	Per	Dellars	9%	Goun-	(le	FIVE ST	ORE GRO			Buying	Qual-
Runcombo		(thou- sande)	U.S.A.	lies (thou- sands)	Population (thou-sands)	Dollare (add 000)	U.S.A.	Cap- ita	Fam- ity	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Buncombe	7	130.2	.0801	34.9	62.2	160,154	.0637	1,230	4,589	111,825	.0650	3,204	23,776	16,693	6,190	19,994	4,085	.0678	84
A Asheville		56.2	.0346	16.4		83,374	.0332	1,484	5,084	96,744	.0569		17,538	15,628	5,612	19,076	3,451	.0406	117
Burko		48.9	.0301	11.4	12.1	42,894	.0171	877	3,763	21,655	.0127	1,900	5,038	1,802	1,290	4,684	604	.0184	61
Morganton		8.7	.0054	2.5		11,362	0045	1,306	4,545	13,634	.0080		2,703	799	681	3,600	382	.0057	106
Cabarrus		66.0	.0406	17.2	44.3	81.507	.0325	1,235	4,738	80,503	.0298	2,941	14,383	8,900	4,386	9,972	1,541	.0333	82
Concord		17.1	.0105	4.8	-	23,777	.0095	1,390	4,954	22,834	.0134		5,947	3,249	2,092	5,082	674	.0109	104
1Kannapolis		30.4	.0187	8.0	-	41,938	.0167	1,380	5,242	24,227	.0143		6,597	3,305	2,118	4,682	741	.0164	88
Caldwell		48.7	.0287	11.1	8.2	41,695	.0166	893	3,756	24,235	.0142	2,183	7,257	1,845	1,658	6,142	853	.0183	64
Lenois		8.2	.0050	2.5		11,137	.0044	1,358	4,455	15,372	.0090		8,334	1,230	1,312	3,302	511	.0059	
Camden		5.2	.0032	1.4		3,818	.0015	734	2,727	1,063	.0007	750	500	26				.0016	80
Carteret		25.8	.0180	6.5	9.4	25,539	.0102	990	3,929	14,551	.0085	2,239	5,081	582	719	2,003	717	.0109	
Caswell		20.9	.0129	4.4		13,221	.0062	633	3,005	3,511	.0021		895	429	238	798	45	.0058	
Catawba		66.6	.0409	17.4	22.7	75,808	.0302	1,138	4,357	53,033	.0312	3,048	12,643	5,341	3,817	13,382	1,233	.0326	
Hickory	-	16.4	.0101	4.6		23,263	.0093	1,418	5,057	25,195	.0207		8,171	4,298	2,617	10,159	611	.0129	128
Chatham		25.4	.0156	6.2	2.6	10,367	.0077	762	3,124	14,250	.0084	2,298	2,235	1,491	739	3,367	265	.0096	
Cherokee		18.5	.0114	4.3		11,424	.0046	618	2,667	7,799	.0048	1,814	1,721	456	582	2,226	90	.0086	52
Chowan		12.8	.0079	2.8	4.7	10,150	.0040	704	3,503	7,288	.0043	2,513	1,651	546	409	1,545	199	.0040	82

Kannapolis is in Cabarrus and Rowan Counties.
 A and A See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 1.

GREENSBORO

ST IN THE SOUTH IN PER-FAMILY SALES!

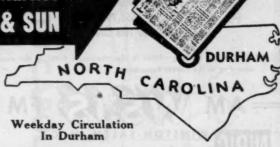
10th IN THE NATION!!

IN THE NATION ::

You Can't Reach DURHAM, North Carolina's 4th Market – Without the HERALD & SUN

Durham is North Carolina's fourth largest city according to latest U. S. Census figures. Advertisers can reach this market only through the pages of the Durham Herald & Sun. Outside newspapers have negligible circulation in both Durham city and county.

In addition to this blanket Durham coverage, the Herald & Sun Newspapers also serve a rich A.B.C. trading area including Orange, Alamance, Chatham, Lee, Person, Granville and Vance counties.



Durham Herald	Durham City Zone	Durham County
& Sun (M&E)	32,139	35,526
Largest Outside Paper (M)	414	419
Second Largest Outside Papers (M&E)	143	144

Durham Herald & Sun Newspapers

Durham, North Carolina

National Rep.: The Katz Agency

ABC Circulation: 52,962

9-30-54

	Metro-		POPULA ES 1/1	TION TIMATE /85	s	- CO//A	TIVE B			RETAIL SALES SM ESTIMATES—1854									SALES AND ADVERTIS- ING CONTROLS	
COUNTIES	politan Area	Total	87	Fami-	Urban-	Net	OZ.	Per	Per	Dollars	FIVE STORE GROUPS (In thousands of dollars—add 00		Coun- (in thousands of deliars-add 000)			Buying	Oue			
		(thou- sands)	W.S.A.	lies (thou- sands)	Popu- lation (thou- sands)	pu- Dollars of Cap- Fam- (add of liv 000) U.S.J.	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn,- House- Faulto	Auto- motive	Drug	Power	ity in- dex					
Clay		6.0	.0037	1.3		3,253	.0013		2,502	1,025	.0006	788	273	192	82		121	.0016		
Cleveland		86.8	.0411	16.3	24.0	65,179	.0260		3,999	38,687	.0234	2,435	9,134	8,638	2,166	8,300	808	.0282	1	
Shelby		16.3	.0100	4.7		24,481			5,209	24,468	.0144		4,401	3,516	1,864	6,087	577	.0112		
Columbus		52.6	.0323	12.0		38,319	.0152		3,193	32,132	.0189	2,678	6,394	3,799	3,004	8,776	897	.0197		
Whiteville		4.8	.0030	1.5	-	6,554	.0026	1,368	4,369	15,897	.0093		2,020	1,759	1,240	5,278	447	.0047	191	
Craven		56.3	.0347	13.2	18.0	61,100	.0244	1,006	4,633	35,834	.0210	2,715	8,068	4,368	1,909	7,088	1,060	.0255	73	
New Bern		18.0	.0111	5.1		21,112	.0084	1,173	4,140	29,906	.0176	mark	5,745	4,002	1,832	5,665	898	.0117	108	
Cumberland	194	116.7	.0718	23.9		153,892			6,439	81,697	.0481	3,418	17,527	11,578	4,125	17,341	2,280	.0094		
△Fayetteville		43.4	.0267	11.9		56,251	.0224		4,727	71,657	.0421		11,523	11,068	3,780	16,743	2,095	.0292		
Currituck		6.2	.0038	1.8	****	5,288	.0022	853	2,938	3,270	.0019	1,817	1,033	547	92	139	1600	.0024	61	
Dare		5.4	.0033	1.3		4,692	.0018	869	3.608	8,457	.0032	4,198	1.883	524	632	873	158	.0025	71	
Davidson		68.4	.0408	17.4	26.0	72,004	.0287	1,084	4,138	50,008	.0294	2.874	12,141	3,608	4,917	11,052	1,053	.0314	77	
Lexington		14.8	.0091	4.1		18,435	.0073	1,246	4,496	25,400	.0149		5,641	1,999	3,279	5,280	548	.0099	100	
Thomasville		11.3	.0009	2.8		14,030	.0056	1,253	5,011	14,049	.0083		2,957	1,573	878	4,172	365	.0067	91	
Davie		15.7	.0007	3.9		15,140	.0000	964	3,882	6,205	.0037	1,801	1,631	695	360	1,404	218	.0000	61	
Duplin		41.6	.0256	9.7		24,553	.0008	590	2,531	18,016	.0109	1,919	4,852	2,599	1,091	3,562	884	.0133	8	
Durham	44	109.9	.0678	28.5	80.7	156,147	.0622	1,421	5,479	109,865	.0646	3,885	20,884	14,756	7,652	20,994	3,568	.0640	9!	
▲Durbam		73.6	.0453	19.6		112,263	.0447	1,525	5,728	104,053	.0612		18,775	14,126	7,355	20,162	3,447	.8498	110	

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

O SM, 1955.

A and A See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

YOU COVER

15 TOP NORTH CAROLINA COUNTIES*

*A Rich, Growing Market with Retail Sales of \$658,796,000

(Sales Management 1955 Survey of Buying Power)

** FIRST in the morning - FIRST in the afternoon - FIRST in the evening according to the current Pulse Report.



AM



FM

NBC

WINSTON-SALEM, N. C.

Affiliate REPRESENTED BY:

HEADLEY-REED COMPANY

NORTH CAROLINA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Matro	0		ATION TIMATI	ES	Mall's	TIVE B			RETAIL SALES SMD ESTIMATES—1964								SALES ADVER INC CONTR	RTIS-
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Net	4	Per	Per	Dollars	0%	Coun-	FIVE STORE ((in thousands of dolla					Buying	Qual-
		(thou- sands)	U.S.A.	ties (thou- eands)	Population (thousands)	Dollars (add 600)	U.S.A.	Gap- ita	Fam- ily	(add 000)	u.s.a.	Sales Per Fam- ity	Food	General Mdse.	Furn House- Radio	Aute- motive	Drug	Power i	ity In- dex
Edgecombe Tarboro 2Rocky Mount		82.3 8.7		11.8 2.2		48,187 10,800	.0192		4,084 4,900	34,204 13,659	.0202	2,899	8,708 3,406	2,917 1,812	2,310 878	8,500 3,999	707 401		104
Foreyth,	163	162.4		-	108.6	230,014			5,192	132,390		2,988	28,470	17,653	8,777	24,945		-	
Salem		99.6	.0613	28.6		155,938 21,725	.0621	1000	5,452 3,080	118,549 10,271	.0697	1,447	23,025 2,547	16,768 1,248	7,465 473	23,434 1,307	3,874 382	.0642	

2 Rocky Mount is in Edgecombe and Nash Counties.

Before using these figures, see explanation page 11 © SM, 1955.

YOU COVER

THE TAR HEEL GOLDEN TRIANGLE*

- *WINSTON-SALEM GREENSBORO HIGH POINT
- one of the richest, fastest growing markets in the entire Southeast.

***257,600 sets as of February 1, 1955—an increase of over 33,536 sets in 6 months.



WINSTON-SALEM, N. C.



new showing all NBC color shows

Interconnected Television Affiliate

Represented By:



HEADLEY-REED COMPANY

there's been tremendous

CHANGES

in

North Carolina's METROPOLITAN COUNTY AREA

SALES PICTURE

SINCE 1948

RETAIL SALES-1954

GREENSBORO)							\$251,503
Charlotte			0	0		e		238,809
Raleigh								142,723
Winston-Salem								132,390
Asheville						1		
Durham								109,865

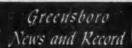
RETAIL SALES-1948

Charlotte	0				0	\$183,964
GREENSBORO						177,448
Raleigh	0					104,098
Winston-Salem				-		97,003
Asheville						91,799
Durham						90,125

GAIN-1954 over 1948

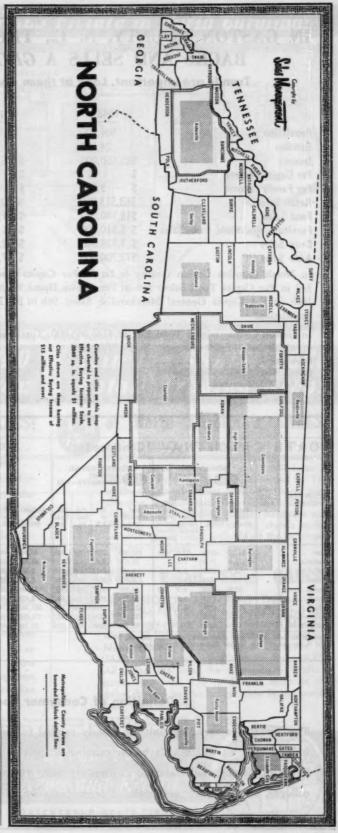
GREENSBORO .			\$ 74,055
Charlotte		Sec. 1	54,845
Raleigh			38,625
Winston-Salem .			35,387
Asheville			20,026
Durham	,		19,740

*U. S. Bureau of Census Figures, 1948, All other figures Sales Management Survey of Buying Power, May 10, 1955.



GREENSBORO, NORTH CAROLINA Represented by Jana & Kelloy, Inc.





IN GASTON COUNTY, N. C., THE GASTONIA GAZETTE BACKS AND SELLS A GROWING MARKET.

Trends are important. Look at these several years comparisons:

	1948	1954	1954 gain over 1948
Population	104,200	121,800	17,600
Families	24,100	30,900	6,800
Income	\$85,550,000	\$146,965,000	\$61,415,000
Per Capita Income	\$ 821	\$ 1,207	\$ 386
Per Family Income	\$ 3,550	\$ 4,756	\$ 1,206
Retail Sales	\$63,513,000	\$ 80,367,000	\$16,854,000
Food Sales	\$18,140,000	\$ 21,767,000	\$ 3,627,000
Furniture-Household-Radio Sales	\$ 5,810,000	\$ 5,965,000	\$ 155,000
Drug Sales	\$ 1,728,000	\$ 2,391,000	\$ 663,000
· Auto Sales	\$12,700,000	\$ 17,926,000	\$ 5,226,000

In North Carolina Gaston County is 1st in Per Capita Food Sales; 2nd in Per Capita Automotive Sales; 3rd in Per Capita Total Sales; 3rd in Per Capita Home Furnishing Sales; 4th in Per Capita Drug Sales; 10th in Per Capita General Merchandise Sales; 9th in Per Family Income; and 12th in North Carolina Population.

In Gaston County with a Total EBI of \$146,965,000, Total Retail Sales in 1954 amounted to \$80,367,000, of which \$48,917,000 was spent in GASTONIA.

Representative:

Johnson, Kent, Gavin & Sinding, Inc. 250 Park Ave., New York 17, N. Y. (All figures from 1955 Survey of Buying Power)

The GAZETTE reaches more than 95% of Gaston County homes, with over 97% home delivered circulation.

		_		-			
NO	RT	H	CA	RO	LINA	- (Con	tinued)

۰				-		
	The	"SM"	symbols	mark	original,	exclu
	give	attimat	es hy S	ALFS	MANAGE	MENT

COUNTIES	Metro		POPULA ES 1/1	TION TIMATI	ES	E	TIVE B	E				0	773	MATES-	-1954	15/14		SALES ADVER INC CONTR	ITIS-
	politan Area	Total	%	Fami-	Urban-	Net	%	Per	Per	Datines	%	Coun-	(le		ORE GRO		700	Buying	Omi-
Qaston		(thou- sands)	U.S.A.	(thou- sands)	Population (thou- sands)	Dellars (add 000)	% of U.S.A.	Capita	Fam- ily	fadd 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn,- House- Radio	Auto- motive	Drug	Pewsr Index	in- dex
Gaston		121.8	.0749	30.9	68.3	146,965	.0586	1,207	4,786	80,367	.0472	2,601	21,767	7,233	5,965	17,926	2,301	.0584	78
Gastonia		28.6	.0176	7.5		39,834	.0159	1,393	5,311	48,917	.0288		9,665	5,345	8,939	12,532	1,362	.0201	114
Gates		9.7	.0000	2.3		5,265	.0021	543	2,200	2,819	.0017	1,228	931	456	89	856	50	.0027	45
Graham		7.2	.0044	1.7		4,842	.0020	673	2,848	2,218	.0013	1,306	481	790	47	97	86	.0023	82
Granville		32.8	.0202	6.9	7.0	24,489	.0097	747	3,549	12,410	.0073	1,799	2,980	1,751	712	1,837	410	.0111	55
Greene		18.1	.0111	3.7		12,724	.0051	703	3,430	4,428	.0026	1,197	824	1,280	120	888	117	.0055	50
Gullford	50	210.3	.1294	55.3	141.1	312,556	.1244	1,486	5,652	251,503	.1479	4,548	45,992	59,020	18,449	44,788	8,458	.1325	102
t≜Greensboro.		82.2	.0506	21.8		143,071	.0570	1.741	6,563	176,068	,1035		25,610	54,052	11,953	29,942	3,705	.0897	138
A High Point		41.6		11.8		61.762			5.234		.0313		12,736	4,238	3,800	12.572	2.476	.0268	105

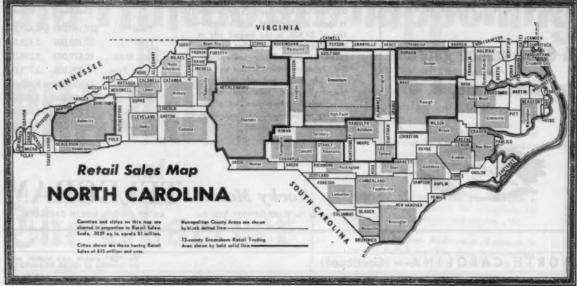
t Genl. Mose, sales include mail order catalog sales. See page 20. ▲ and ▲ See and of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.

This is the RETAIL SALES Picture in North Carolina!



SOURCE: SALES MANAGEMENT Survey of Buying Power, 1954 Retail Sales Estimates.

...in the GREENSBORG Metropolitan County Area:

in the Carolinas in SALES! GREENSBORO is FIRST with \$251,503,000 . . .

Ahead of Charlotte by over \$12-million . . . Greater than Winston-Saiem in combination with Durham or Asheville . . . More than Asheville and Durham combined . . . Approximately a third more than either Columbia or Greenville, and almost as much as Durham added to Raleigh or Charleston!

in the Carolinas in GAINS!

GREENSBORO is FIRST in 1954-over-1948 gains, with \$74,055,000 . . . Greater than Charlotte by more than \$19-million . . . More than Winston-Salem and Raleigh combined . . . or Charleston and Greenville combined . . . More than Columbia and Durham added together. Raleigh and Charleston combined, or more than Winston-Salem and Durham combined!

from 1948 to 1954!

Figures from Sales Management Survey of Buying Power May 10, 1955, U.S. Bureau of Consus 1948, and Manufacturers Record Blue Book of Southern Progress 1955 and 1948.

READERS DAILY!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA Represented by Jann & Kelley, Inc.

... in the GREENSBORO Retail Trading Area:

of North Carolina's SALES!

GREENSBORO's ABC Retail Trading Area has 1/6 of the state's 4-million people who accounted for 1/5 of the state's Total Retail Sales in 1954! . . . These people also accounted for 1/5 of the state's retail sales of food, general merchandise, furniture-household-radio, automotive, drugs, apparel, gasoline, lumber, hardware and jewelry—as well as 1/4 of the state's manu-factured goods value and 1/4 of the construction put in place!

Total Retail Sales GAINS!

GREENSBORO's ABC Retail Trading Area, from 1948 to 1954 had tremendous retail sales

gains ranging from 18.2% in General Merchan-

dise to 66.0% increase in automotive sales! . . . Manufactured products value increased by

34.4%, and construction was up by 184.7%!
All along the line, the Greensboro Market's gains were from 1/5 to 1/3 as much as the

gains showed by the entire state in the period



ROCKY MOUNT

A \$150 million gateway to Tobaccoland, N. C.



Trading center for prosperous Edgecombe and Nash counties, where 26,-000 families have nearly \$104 million to spend. Rocky Mount, with a population of 29,400, is the biggest city in Northeastern North Carolina and the gateway to rich tobacco-growing counties. Tobacco farmers in this area receive big money and only the Rocky Mount Telegram sells this market effectively, reaching nine out of ten families in Rocky Mount alone, every evening and every Sunday.

	Edgecombe and Nash Counties	Rocky Mount
Total	\$77,180,000	\$43,627,000
Food	17,102,000	7,873,000
Gen. Mdse	10,677,000	5,246,000
Home Furn	3,993,000	2,775,000
Automotive .	15,880,000	9,983,000
Drug	1,958,000	1,168,000
Bldg. & Hdw.	5,797,000	3,890,000
Apparel	4,421,000	3,375,000

Represented by the WARD-GRIFFITH CO., Inc.

Rocky Mount TELEGRAM

N	0	R'	TH	CA	RO	LI	NA-	(Continued)
				A 1.5	11 0	Per 8	11 11	\Continueu/

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Matro	0		ATION TIMATI	EB	4077	TIVE B	E	The state of			•	277	L SALES	-1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urben- ized	Not	3	Por	Per	Dollars	3	Coun-	(la	FIVE S' thousands	ORE GR			Buying	Oual
		(thou- eands)	UAA	(thou- sande)	Pepu- lation (thou- sands)	Dellars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 600)	U.S.A.	Salos Per Fam- ily	Food	General Mrise.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Hallfax		50.3	.0385	12.9	14.5	48,045	.0192	810	3,724	42,829	.0262	3,320	11,009	4,451	2,009	8,727	1,002	.0244	87
Rapids		8.0	.0049	2.3		12,277	.0049	1,535	5,338	17,223	.0101		4,314	1,893	1,448	4,271	530	.0068	133
Harnett		49.6	.0305	11.0		43,206			3,728	27,025	.0159	2,330	0,140	3,280	2,007	5,265	1,020	.0195	
Duna		6.9		1.8		8,190			4,555	15,365	.0090		2,605	1,697	1,435	3,883	486	.0053	
Haywood		38.9	.0239	9.9		38,638			4,094	24,033	.0141		4,333	4,214	2,450	4,086	950	.0169	
Hendersen		33.1	.0204	9.2		32,328			3,514	25,849	.0158	2,918	6,621	2,167	1,680	5,161	775	.0152	2.0
Hendersonville.		6.8	.0040	3.1	100	8,416	.0034	1,295	4,008	22,438	.0132		4,857	1,768	1,469	4,875	650	.0065	163
Hertford		22.1	.0130	4.8	600	14,820	.0000		3,000	15,280	.0000		3,201	1,336	789	3,793	206	.0064	82
Hoke		16.0	20000	3.3	2000	8,630	.0035		2,615	4,774	.0028	1,447	1,202	409	178	629	76	.0046	
Hyda		6.2	.0038	1.4		3,557	.0014	574	2,841	1,078	.0009	1,127	999	106	62		49	.0017	45
Iredell		88.3		18.0		58,075	.0231		3,872	39,724	.0234	2,648	10,388	3,930	2,943	9,034	1,100	.0257	72
Statesville		19.1		5.8		21,919			4,136	25,938	.0153		5,920	2,616	1,600	6,970	710	.0113	
Jackson		19.2		4.4		12,082	.0048		2,741	7,756	.0045		1,531	1,382	409	2,761	220	.0062	
Johnston	1	88.5	.0409	18.8	8.4	48,256	.0192	726	3,035	32,986	.0194	2,073	7,190	4,426	1,976	6,110	986	.0236	58
Jense		10.9		2.5		8,746	.0027	0.00	2,000	2,413	.0015		948	273	99	840	00	.0031	
Los		25.8	.0150	6.2	11.3	26,600			4,290	17,226	.0101	2,778	3,845	1,809	1,108	3,431	511	.0115	
Sanford		11.8		8.1		14,769			4,754	15,028	.0068		2,782	1,597	1,000	8,027	383	.0070	
Leneir		48.2		11.3		43,067			3,811	45,705	.0269	4,045	8,288	7,701	2,166	10,640	1,349	.0228	78
Kinston	1	25.4	.0156	7.1	P	30,481	.0121	1,200	4,233	37,980	.0223		6,092	5,799	1,858	9,779	1,252	.0150	102
Lincoln		28.3		8.9	8.7	22,978	.0002	812	3,330	13,960	.0082	2,024	3,024	1,824	900	3,784	85	.0105	80
McDowell		27.2	.0167	6.0	6.1	25,238	.0100	928	3,824	13,971	.0082	2,117	3,830	1,446	925	2,824	528	.0108	65
Macon	1	10.8	.0102	3.5		10,304	.0041	624	2,642	6,602	.0036	1,667	1,463	417	354	1,534	227	.0052	51
Madison		19.9	.0122	4.4	****	12,013	.0048	804	2,730	5,881	.0034	1,291	1,221	555	191	1,186	202	.0059	48
Martin		28.8		6.1	8.2	18,471	.0074	641	3,028	19,678	.0115	3,226	3,345	3,352	1,577	4,255	380	.0107	
Mecklenberg		219.2			159.1	381,729	.1440	1,660	6,141	238,800	.1406	4,054	45,960	33,215	12,906	46,352	6,614	.1411	
▲Charlotte		149.2	.0018	43.4	1	370,321	.1076	1,812	6,375	220,300	.1290	-	38,972	31,762	11,310	44,741	6,360	.1110	121
Mitchell		14.0		3.1		9,188	.6037	621	2,625	7,549	.0044	2,157	1,380	1,858	885	2,124	173	.0050	
Mentgemery		17.4	.0100	4.1		14,041	.0050	786	3,265	12,059	.0071	2,804	3,318	1,004	800	3,767	227	.0071	
Moore	1	33.0	.0267	8.1	4.4	31,790	.0126	940	3,830	24,979	.0147	3,010	6,186	1,802	903	4,165	806	.0148	72
Nach		61.1				84,849			3,800	42,876	.0262	25000	8,396	7,780	1,883	7,329	1,251	.0261	
2Rocky Mount	M	20.4	.0181	8.5	14	30,673	.0158	11,846	4,838	43,627	.0257		7,873	5,246	2,775	9,383	1,168	.0192	106

S Rocky Mount is in Edgecombe and Nash Counties.

A and A See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11 O SM, 1955.

BIG THINGS are happening

CHARLOTTE

and

The Observer

There's an air of excitement today in Charlotte. New plants and offices are abuilding for big-time national firms. Others are expanding present facilities. New towers are breaking through the business horizons. New families are settling in this great producing and distributing center of the Carolinas.

The same spirit of excitement is spreading through The Charlotte Observer where President and Publisher James L. Knight is gearing this great newspaper to serve better the dynamic Charlotte market.

A few of the bigger BIG THINGS happening in Charlotte

- Celonese Corp. Moves General Offices of Textile Division to Charlotte . . . occupies a new \$5 million home. More than 400 new families were brought to Charlotte, with more to come.
- New \$16 Million Guided Missile Plant is now under construction for operations by Douglas Aircraft Corp., will employ 1500.
- New \$5 Million Auditorium Coliseum is nearing completion. The dome-like structure has attracted world-wide acclaim—will bring top-flight entertainment to Charlotte.
- New \$3 Million Office Building completed for The Union National Bank, Jefferson Standard Life Insurance Co. and executive offices of Southern Bell Tel. Co.
- New \$2 Million Airport Terminal with greatly increased runways, plane handling and parking facilities, serves Charlotte's great and fast-growing air travel industry.

. . . and at THE OBSERVER

- Expanded, alert news coverage of the Carolinas, the nation, the world.
- A new and brighter emphasis on women's coverage.
- An exciting new comic, feature, radio and TV package daily. A jumbo 12-page colored comic section on Sunday.
- Famed Chicago Daily News Foreign Services covers world News Fronts.
- And many, many more improvements are now underway,

All this adds up to a productive sales force in the No. 1 Sales Market of the Carolinas. Be sure you check the Charlotte Market and The Observer when planning your advertising.

The Chartotte Observer

The Foremost Newspaper of the Carolinas

Represented Nationally by SAWYER-FERGUSON-WALKER CO.



Go into the homes of the Prosperous Wilmington and Southeastern North Carolina Region as illustrated.

Schedule your Advertising for this

\$200,000,000 Retail Sales Market

Supported by 78,900 Families (S.M. '54)
No other medium covers this market as effectively as

STAR-NEWS NEWSPAPERS, Inc.

MORNING — EVENING — SUNDAY Represented by The Branham Co.

NORTH CAROLINA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		11	POPULA ES 1/1	TION TIMATI	ES	- COVID	TIVE BINCOME				ti	0	777	SALES	-1854	1		SALES ADVER INC CONTR	TIS-
COUNTIES	Matre- politan Area	Total	95	Fami-	Urban-	Net	95	Par	Per	Dollara	%	Coun-	(li		ORE GRO				Qual
	19.550	(thou- eands)	of U.S.A.	lies (thou- sands)	Popu- lation (thou- eands)	Dollars (add 000)	of U.S.A.	Gap- ita	Fam- ity	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdas.	Furn House- Radio	Auto- metive	Drug	Power	ity in- dex
New Hanover	230	70.9	.0436	19.8	53.6	81,604	.0325	1,151	4,121	73,766	.0434	3,726	17,614	8,806	3,868	13,868	2,449	.6380	87
△Wilmington		53.6	.0330	14.5		67,045	.0267	1,251	4,624	63,484	.0373		15,412	6,258	3,393	13,645	2,208	.0311	94
Northampton		28.6	.0176	8.0		17,046	.0068		2,841	7,935	.0047		3,188	710	180	780	288	.0083	47
Onelow		53.2		10.3		64,107			6,224	29,993	.0176	2,912	6,918	2,188	2,103	7,382	1,279	.0246	75
Orange		38.4	.0237	8.6	200.0	48,421	20000	1,261		19,612	.0118		5,080	621	818	3,013	736	.0178	75
Pamilico		10.4	.0064	2.5	****	7,129	.0028	685	2,880	2,149	.0013	860	950	471	98	MORE	1	.0031	48
Pasquotank		25.7	.0158	8.8	14.4	28,545	.0108	1,033	3,904	24,946	.0147	3,889	5,963	2,200	1,841	5,800	568	.0128	81
Elizabeth City.		14.4	.0089	4.2		16,681	.0066	1,158	3,972	23,193	.0136	-	4,002	1,873	1,709	5,494	568	.0092	103
Pender		18.8	.0118	4.3		.11,022	.0044	586	2,563	5,428	.0032	1,262	1,728	1,235	191	1,170	111	.0055	48
Perquimans		9.0	.0050	2.8	****	6,626	.0026	880	2,650	5,350	.0031	2,140	1,081	582	192	2,844	38	.0034	58
Person	-	23.7	.0148	5.3	4.2	17,485	.0070	738	3,299	11,330	.0067	2,139	1,922	1,784	657	2,817	320	.0084	58
Pltt	125.0	65.3	.0402	14.7	20.4	55,880	.0222	856	3,801	47,354	.0278	3,221	8,764	7,951	3,414	9,867	898	.0278	88
Greenville		17.8	.0109	4.5		22,125	.0088	1,243	4,917	27,128	.0160		5,230	3,495	1,718	6,908	644	.0114	105
Polk	10	11.7	.0072	3.1		10,747	.0043	919	3,487	6,797	.0040	2,193	2,800	183	194	1,070	116	.0048	67
Flandolph		53.4	.0328	13.9	8.2	85,817	.0222	1,045	4,016	36,563	.0215	2,630	8,588	3,637	1,862	9,234	1,051	.0241	73
Asheboro		8.2	.0050	2.8		12,718	.0051	1.551	5,087	23,548	.0138		4,149	2,607	1,213	7,651	681	.0077	154
Flichmond	12.00	40.7	.0251	10.5		45,242			4,445	33,520	.0197	3,286	9,884	3,899	2,735	6,648	744	.0200	80
Rockingham		3.8	.0020	1.0		4,360			4,386	15,497	.0091		8,256	1,010	1,824	3,481	249	.0040	
Rebeson		92.8	.0671	20.0	10.4	86,570	.0268	717	3,329	82,683	.0310	2,833	10,212	10,411	2,256	11,103		.0340	
Lumberton		10.4	.0084	3.8	15	14,136	:0056	1,350	5,049	24,497	.0144		8,301	3,828	1,001	6,088	433	.0084	131
Rockingham		88.0	.0418	17.1	28.6	74,039	.0298	1,086	4,231	40,353	.0237	2,300	10,710	3,810		9,143		.0302	
Reidsville		12.8	.0077	3.6	1	17,008	.0068	1,300	4,734	15,494	.0001		3,759	1,689	1,374	3,751	600	.0077	100

A and A See end of state for SM Metropolitan County Areas.

O SM, 1955.

Before using these figures, see explanation page 11.

WNCT is the only television station covering ALL of prosperous Eastern North Carolina



100,000 Watts Full Time—A. Hartwell Compbell, Gen. Mgr. John E. Pearson Co., Nat'l Rep.—James E. Ayers, Atlanta S.E. Rep.



OVER 100 BUSY MANUFACTURING PLANTS POUR MILLIONS INTO THE FERTILE SALISBURY MARKET

in the City of Salisbury—in the County of Rowan—in North Carolina—

It's the SALISBURY

GREATER SALISBURY INCLUDES SPENCER AND EAST SPENCER. COMBINED POPULATION 25,788 POST CIRCULATION OVER 16,500

All outside state metropolitan newspapers combined have a fraction over 3000 circulation in Rowan.

Post Publishing Company Salisbury, North Carolina POST



WARD-GRIFFITH CO. Representatives

for coverage for influence for SALES

write for your copy of the 1955 Food Preference Survey

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NORTH CAROLINA - (Continued)

COUNTIES pe	Metro	o o	POPULA ES 1/1	TION TIMATE	S	(1077A)	TIVE BI			1,000 mg		0	770	L SALES	1954		100	SALES ADVER ING CONTR	TIS-
	politan Area	Total	OZ.	Fami-	Urben- ized	Net	0%	Per	Per	Dellars	% of	Goun-	(lir	FIVE ST	ORE GRO			Buying	Ouni
	on I	(thou- eands)	% of U.S.A.	lies (thou- sands)	Population (thou- sands)	Dellare (add 000)	% of U.S.A.	Cap- ita	Fam- ity	(add 900)	U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Rowan		78.5	.0483	21.1	32.8	98,851	.0393	1,259	4,685	53,013	.0312	2,512	14,429	5,394	3,292	11,721	1,779	.0307	80
Bast Spencer	100	97.5	.0169	8.5		44,771	0178	1 895	5.460	59.898	.0856		7,749	5,109	2.082	10.088	1.858	.0193	114
Salisbury		21.5		6.4	1	36,577		a face	5,715	37,007	.0218		6,503	5,083	1,752	10,465	1,151	.0165	
Rutherford		48.2	.0284	11.7	18.6	39,054	.0156	845	3,338	28,960	.0171	2,475	6,903	4,347	2,735	0,563	860	.0186	68
Sampson		51.0	.0314	11.6	4.6	30,112			2,596	21,948			4,839	2,655	720	6,032	542	.0161	
Scotland		27.4		8.2		18,984		1000	3,062	15,137	.0089		3,408	2,626	561	2,415	321	.0097	
Stanly		39.4	.0243	10.6	13.4	41,865			3,950	28,052	.0153		6,062	2,306	1,774	8,172	877	.0178	
Albemarle	1	13.4	.0082	3.4		17,545	.0070	1,309	4,499	20,341	.0120		3,822	2,012	1,410	4,899	557	.0087	106
Stokes		20.8		4.5		16,730			3,416	5,741	.0034		1,385			738	101	.0070	55
Surry		47.0				46,740			3,962	31,941	.0188	-	5,379	4,086	2,219	8,897	1,051	.0208	
Mount Airy		7.8	.0048	2.5	3	10,611	.0042	1,360	4,823	17,027	.0100		2,923		1,495	8,890	608	.0061	
Swain		9.4	.0058	2.1		5,894	.0023	627	2,563	4,380	.0025	1,896	1,553	180	222	435	134	.0030	62
Transylvania		16.4	.0101	3.0	4.3	14,288	.0057		3,746	9,472		2,483	2,287		841	1,867	343	.0006	1
Tyrrel!		8.2				3,241			2,708	1,635			009	140		02	93	.0016	
Union		43.6				35,271		1	3,359	28,991			5,190			9,928	584	.0174	
Monroe		10.4	.0068	3.1	7	11,241	.0048	1,07	14,164	21,764	.0120	9	2,993	2,358	815	8,675	471	.0074	114

1 Kannapolis is in Cabarrus and Rowan Counties.

O SM. 1955.

Before using these figures, see explanation page 11

WBBO

RUTHERFORD COUNTY

WBBO Talks SALES to this big, prosperous market... with its triple guarantee of growth and stability from agriculture, industry and year-round tourist trade. The area contains many industrial plants producing textiles, furniture, paper and lumber products. Farm income throughout the 26-county area is based on cotton, tobacco, corn, livestock, dairying, orchards and truck crops.

You can reach this billion-dollar sales market at amaz-

1,278,000 PEOPLE \$1,499,210 INCOME \$ 953,622 RETAIL SALES

ingly low cost through its favorite station—WBBO, where local news, neighborly entertainment and public service dominate well diversified programming.

WBBO AM ... 780 KC 1000 Watts FM ... 93.3 MC 1500 Watts

FOREST CITY . . . RUTHERFORD COUNTY . . . N. C.

The Rich Industrial and Agricultural Section of the Carolinas

MORE

NORTH CAROLINIANS
LISTEN TO

WPTF

THAN TO ANY OTHER STATION

(Source: Neilsen coverage service)

SALES MANAGEMENT's latest figures for only those counties within WPTF's established primary coverage:

Population				2,198,300
Families				. 507,800
Effective Buying Income .			\$2,0	048,542,000
Retail Sales				431,787,000
Food Sales				312,959,000
General Merchandise Sales				185,869,000
Furn. H. H. Radio Appl				82,080,000
Automotive Goods	4.			303,607,000
Drug Sales				39.791.000

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

FREE & PETERS National Representative

NORTH CAROLINA - (Continued)

The "SM" symbols mark original, exclu-

	Metro		POPULA E8 1/1	ATION TIMATI	ES	A DITTO	TIVE B	E	_			•	2773	L SALES	-1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	9%	Fami-	Urban-	Net	4	Per	Per	Dollars	0/_	Goun-	(la	FIVE ST	ORE GRO	OUPS add 000)		Buying	Qual-
	ea L	(thou- sands)	of U.S.A.	fies (thou- eands)	Population (thou- sands)	Deliars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Vance	1	32.7	.0201	7.8	11.5	30,206	.0121		3,873	22,916	.0135	2,938	4,750	2,921	995	5,442	536	.0141	70
Henderson		11.5	.0071	3.1		14,186	.0056	1,234	4,576	19,400	.0114		2,818	2,765	995	4,535	482	.0076	107
Wake	115	152.7		37.5		209,714	.0835	1,373	5,592	142,723	.0639	3,806	26,740	16,979	8,808	31,495	4,468	.0858	91
▲Raleigh		73.1	.0450	18.6		126,343	.0503	1,728	6,793	112,513	.0662	1460	18,678	14,340	7,326	25,276	3,667	.0540	120
Warren	100	24.0	.0147	5.0	****	13,829	.0055	876	2,788	6,967	.0041	1,303	1,009	1,108	205	1,136	170	.0000	47
Washington		13.5	.0063	3.0	4.7	11,330	.0045	839	3.777	7,839	.0045	2.546	2,566	555	375	1,988	151	.0052	63
Watauga		18,4	.0113	4.2	3.1	11,113	.0044	804	2,846	9,261	.0065	2,206	2,644	426	373	2,443	209	.0061	54
Wayno		67.0	.0413	15.7	27.2	52,562	.0209		3,347	49,280	.0290		7,959	3.274	2,986	12,999	904	.0275	67
Goldsboro		23.5	.0145	6.7		26,197	.0104	1,115	3,910	34,925	.0205		4,658	4,882	2,407	8,436	806	.0143	99
Wilkes North Wilkes-		48.4	.0285	11.0	4.8	31,246	.0125	673	2,841	30,043	.0176	2,731	8,837	2,129	2,061	8,585	732	.0172	80
boro		4.8	.0030	1.4		6,057	.0024	1,252	4,336	19,072	.0112		2,557	3,043	1,448	3,929	598	.0052	173
Wilson		55.1	.0330	13.0	25.0	55,741	.0222	1,012	4,280	42,574	.0251	3,275	9,104	4,532	2.774	8,911	1,100	.8254	
Wilson		25.0	.0154	6.9		35,013	.0139	1,401	5,074	34,564	.0203		6,459	3,158	2,659	7,899	959	.0161	105
Yadkin		22.0	.0141	5.6	****	17,780	.0071	776	3,175	7,758	.0045	1,385	1,578	524	585	2,348	86	.0077	
Vancey	0	18.0	.0008	3.6	****	8,805	.0035	550	2,448	5,419	.0032	1,505	983	688	126	616	50	.0047	-48
Total Above Cities		1,184.6	.7290	328.3		1,759,303	.7003	1,485	5,359	1,874,335	1.1021	66	344,969	267,808	122,781	418,694	64,308	.8269	113
State Total		4,300.2	2.6452	1,000.2	1510.9	4,449,936	1.7720	1,035	4,237	3,000,214	1.7645	2,857	066,221	391,575	185,132	631,641	83,969	1.9444	74

C SM, 1955.

Sell both with ONE

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newspaper

"Golden Belt RALEIC of the South" Carolina

OFFICIAL RETAIL SALES--

Raleigh, N. C. (Met. Area)

\$157,953,167

North Carolina's 3rd Metropolitan Area

33 County Golden Belt

\$925,382,525

1/3 of the North Carolina Total

(Official N. C. Dept., of Revenue Figures)

Sell this prosperous, top-ranking market with its ONLY Morning-and-Sunday. Newspaper

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120,127 Morning . . . 130,276 Sunday (ABC Audit, 12/31/54)

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News and Observer MORNING & SUNDAY Raleigh, North Carolina

BEST RADIO BUY BECAUSE OF

OUR NO.

- FIRST radio station in Greensboro . . . we are in our 29th year of broadcasting
- Now rated FIRST in size of audience among local stations (1953 Pulse Report)
- Home county FIRST in retail sales in the Carolinas (Sales Management's 1955 Survey of Buying Power)

Check this 1955 Survey of Buying Power for other figures revealing our continued high ranking.



NORTH CAROLINA - Metropolitan County Areas

100	Metro-	J		TION TIMATE	ES	AUTA I	TIVE B					O	777	SALES	-1954		H	SALES ADVER ING CONTR	ITIS-
AREAS	politan Area	Total	07	Fami-	Urban-	Not	07.	Per	Per	Dellara	0%	Coun-	(ir		ORE GRO			Buying	Oual-
Ashavitle 7	1 6 1 8 1 8	(thou- sands)	w.s.A.	lies (thou- sands)	Popu- lation (thou- sands)	Dollars (add 000)	% of U,S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power Index	lty in- dex:
Asheville	7	130.2	.0001	34.9	82.2	160,154	.0837	1,230	4,589	111,825	.0058	3,204	23,776	18,863	8,190	19,994	4,085	.0676	84.
Charlotte	26	219.2	.1349	58.9	159.1	381,729	.1440	1,850	6,141	238,809	.1405	4,054	45,969	33,215	12,908	48,352	6,614	.1411	105
Durham	44	100.9	.0678	28.5	80.7	158,147	.0622	1,421	5,479	109,868	.0846	3,885	20,694	14,788	7,652	20,994	3,568	.0840	95.
Greensbere-		11.0		1.10		F. A. Edg				100	1				4	1120			
High Point	88	210.3	,1294	55.3	141.1	312,558	.1244	1,480	5,652	251,503	.1479	4,548	48,992	59,020	16,449	44,786	6,453	.1325	102
Raloigh	115	162.7	.0940	37.5	82.3	209,714	.0835	1.373	5,592	142,723	.0839	3,806	26,740	16,979	8,808	31,495	4,468	.0658	91
Winston-Salem	163	182.4	.0900	44.3	108.8	230,014			5,192	132,390	.0778	2,968	28,470	17,653	8,777	24,945	4,114	.0801	
△Fayetteville	194	116.7	.0718	23.1	47.0	153,892	.0612	1,311	6,439	81,697	.0481	3,418	17,827	11,578	4,128	17,341	2,280	.0594	83
△Wilmington	230	70.9	.0436	19.8	53.6	81,604	.0325	1,151	4,121	73,766	.0434	3,726	17,614	6,606	3,006	13,868	2,448	.0300	87
Total of Areas		1,172.3	.7213	303.1	734.0	1,665,810	.0631	1,421	5,496	1,142,578	.8720	3,770	229,782	178,502	68,575	219,755	34,030	.6778	94

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Before using these figures, see explanation page 12

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To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.

NORTH CAROLINA — Income Breakdown of Consumer Spending Units

1 1 1 1	Total	fn-	19	R	IET IN	COME	GROU	PS, 195	54			Total	in- come	3/	1	NET IN	COME	GROU	PS, 19	54	
COUNTIES	Cen- sumer	per Con-	0-2	.499	\$2,500	-3,999	\$4,000	-6,999	\$7,000	& Over	COUNTIES	Con- sumer	per Con-	\$0-2	,400	\$2,500	-3,999	84,000	6,000	\$7,000	& Over
	Units (thous.)	Unit \$	% Units	% In- come	% Units	% In- come	% Units	in-	% Units	In- come		Units (thous.)	Sumer Unit	% Units	% in- come	% Units	% in- come	% Units	in- come	% Units	In- come
Alamance	23.2	4,402	28.7	8.8	29.0	21.1	30.2	35.1	12.1	35.0	Jones	2.6	2,632	58.2	29.7	24.2	29.5	13.5	26.2	4.1	14.8
Burlington	9.5	4,905	23.7	6.5	28.7	18.7	32.9	34.4	14.7	40.4	Lee	7.5	3,527	38.1	14.5	33.0	29.9	22.0	32.0	6.9	23.6
Alexander	4.0	2,620	54.9	28.2	30.6	37.4	11.2	21.8	3.3	12.6	Sanford	3.8	3,925	32.6	11.2	33.5	27.3	24.5	31.9	9.4	29.6
Alleghany	2.4	2,186	73.1	44.9	16.5	24.2	7.2	16.9	3.2	14.0	Lenoir	13.5	3,198	52.5	22.1	25.5	25.5	14.9	23.8	7.1	28.6
Anson	6.7	2,506	59.0	30.5	24.3	30.0	13.3	28.3	3.4	13.2	Kinston	9.0	3,397	49.0	10.4	26.5	25.0	16.4	24.7	8.1	30.9 17.8
AshaAvery	3.6	2,153	67.9	43.9	21.0	31.2	7.6	15.3	1.6	6.7	McDowell	7.3	3,128	43.2	18.6	34.7	35.5	17.2	28.1	4.9 5.5	18.6
Beaufort	10.2	2,587	60.1	31.2	25.2	31.1	10.9	21.7	3.8	16.0	Macon	4.3	2,410	62.6	34.9	23.5	31.2	10.7	22.8	3.2	11.1
Washington	3.3	2,802	54.5	26.2	27.3	31.1	13.8	25.1	4.4	17.8	Madison	8.0	2,006	74.0	49.5	19.3	30.8	5.4	13.8	1.3	5.9
Bortio	0.0	2,561	59.7	31.4	25.4	31.0	11.7	23.5	8.2	13.2	Martin	7.0	2,829	58.2	29.8	25.2	30.7	13.0	25.2	3.6	14.3
Bladen Brunswick	7.3	2,574	55.9 58.0	29.2	29.6	36.8	11.7	23.2	2.8	10.8	Macklenberg Charlotte	74.5 84.3	4,858	29.4	8.2 7.8	26.5	17.4	28.7	30.2	15.4	44.2
Buncombe	42.5	3,788	36.1	12.9	31.6	28.9	23.4	31.7	8.0	28.8	Mitchell	3.8	2,393	62.9	35.3	24.7	33.1	9.4	20.1	3.0	11.5
Asheville	21.2	3,927	35.4	12.1	30.5	24.8	23.9	31.3	10.2	31.8	Montgomery	4.9	2,873	50.8	23.8	29.1	32.4	16.0	28.5	4.1	15.3
Burko	12.6	3,412	37.1	14.6	35.4	33.2	22.1	33.3	5.4	18.9	Moore	9.9	3,200	46.4	19.4	30.0	29.9	16.6	26.6	7.0	24.1
Morganton	2.9	3,891	33.3	11.5	31.7	28.1	26.1	34.4	8.9	28.0	Rocky Mount.	18.2	3,386	47.9	19.0	28.6	27.0	16.6	25.2	9.7	28.8
Concord	19.5	4,190	26.5 30.4	9.6	32.8	25.0	30.6	37.5	10.1	28.0	New Hanever	10.0	3,976	41.9	16.4	28.6	28.6	21.3	31.8	8.2	25.2
Kannapolis	9.3	4,495	19.5	5.8	33.3	23.7	35.3	40.3	11.9	30.2	Wilmington	19.4	3,452	42.1	16.3	28.3	26.3	21.2	31.5	8.4	25.9
Caldwell	12.1	3,447	36.5	14.2	37.9	38.2	20.6	30.8	5.0	20.0	Northampton	6.8	2,807	62.7	33.6	22.9	29.3	9.7	19.8	4.7	17.3
Lenoir	2.7	4,190	32.9	10.0	36.4	28.0	20.7	28.6	10.0	35.8	Onslow	24.9	2,871	62.7	32.8	19.5	24.2	13.7	27.4	4.1	15.8
Camden	1.8	2,498	59.0	31.7	28.4	36.4	9.1	18.6	3.5	13.3	Orange	15.7	3,076	55.0	24.0	22.0	22.9	15.3	25.5	7.7	27.6
Carteret	7.7	3,323	42.0	17.0	31.1	29.9	21.1	32.5	5.8	20.8	Pamlice	2.9	2,454	60.5	33.1	26.1	34.0	10.4	21.8		11.1
Caswell	8.8	2,642	54.6	27.7	28.0	34.0	14.6	28.3	2.8	10.0	Pasquotank	8.5	3,110	49.7	21.4	26.8	27.5	18.0	29.6	5.5	21.5
Gatawba	19.7	3,858 4,141	32.4	11.3	33.9	28.1	26.7	35.4	7.0	25.2	Elizabeth City.	5.0	3,312	46.0	18.6	27.4	26.5	20.1	31.1	6.5	23.8
Chatham	6.8	2,861	51.4	24.1	29.0	32.4	15.0	26.9	4.6	16.6	Pender	4.8	2,377	65.8	37.2	20.7	27.9	10.1	21.8	3.4	13.1
Cherokee	4.8	2,374			22.9	30.8	10.3	22.2	2.8	10.8	Perguinana	2.8	2,407	64.3	35.9	23.0	30.6	9.0	19.2	3.7	14.3
/						7					Person	6.0	2,807	47.6	22.1	31.5	34.8	16.9	29.8	4.0	13.3
Chowan	3.6	2,791	57.7	27.8	21.9	25.1	15.4	28.2	5.0	18.9	Pitt	18.4	3,042	56.5	24.9	22.6	23.8	14.7	24.8	6.2	26.5
Clay	1.6	2,058	60.9	45.6	23.9	37.2	5.2	13.0	1.0	4.2	Greenville	8.8	3,284	53.8	22.1	22.2	21.8	16.4	25.8	7.6	30.3
Cleveland	19.2	3,403	44.9	17.7	27.9	28.2	19.9	30.1	7.3	26.0	Polk	3.5	3,091	53.9	23.4	23.4	24.2	15.0	24.8	7.7	27.5
Shelby	8.8 13.7	4,227	31.5	10.0	29.9	22.8	26.7	32.4	11.9	35.0	Randolph	15.5	3,599	37.2	13.9	30.4	27.0	25.0	35.6	7.4	23.5
Whiteville	1.8	2,793 3,682	\$6.8 38.3	27.3	27.1 32.9	31.0	11.8	21.7	8.7	20.0	Asheboro	3,1 11,4	4,182 3,983	31.1	10.1	27.5	22.1	26.5	34.0	9.7	31.6
Draven	20.6	2,989	54.2	24.5	23.5	28.3	16.8	29.0	5.5	21.2	Rockingham	1.1	3,944	38.0	12.9	32.6	26.5	20.0	25.9	9.4	34.7
New Bern	6.4	3,317	48.8	19.5	26.6	28.7	18.3	28.3	6.8	26.5	Robeson	23.3	2,863	56.9	26.7	25.4	28.4	12.7	22.8	5.0	22.1
Cumberland	47.2	3,263	43.8	18.0	32.5	31.8	17.5	27.6	6.2	22.8	Lumberton	3.6	3,935	44.2	15.1	25.5	20.7	20.0	26.1	10.3	38.1
Payetteville	15.2	3,697	38.7	14.1	31.0	28.8	21.6	29.9	8.7	29.2	Rockingham	19.7	3,780	33.3	11.9	34.2	29.1	24.8	33.7	7.7	25.3
Gurrituck	2.0	2,700	55.0	27.3	25.9	30.6	15.7	29.8	3.4	12.5	Reidsville	4.2	4,023	31.8	10.6	31.3	24.9	27.1	34.5	9.8	30.0
Dare Davidson	1.8	2,654	52.6 31.0	26.6	32.0	38.5	12.6	24.4	7.0	10.5	Rowan	24.6	4,019	30.7	10.2	30.3	24.1	30.2	38.6	8.8	27.1
Lexington	4.4	3,846 4,215	28.8	10.8	35.5	25.4	28.1	34.1	9.0	30.8	Salisbary	8.6	4,241	33.4	10.0	20.8	20.0	20.0	34.0	10.0	34.0
Thomasville	3.3	4,257	24.6	7.8	37.9	28.5	27.9	33.5	9.6	30.2	Rutherford	12.5	3,124	44.8	19.3	30.1	30.8	19.6	32.1	8.5	17.8
Davie	4.8	3,286	40.9	18.8	34.0	33.3	18.5	29.1	6.6	20.8	Sampson	13.1	2,301	65.2	38.0	24.0	33.4	8.1	18.2	2.7	10.4
	-				3-3-				1015		Scotland	6.9	2,789	55.0	26.7	25.9	30.0	14.9	27.5	4.2	15.8
Duplin	10.8	2,272	66.7	39.4	22.0	30.9	9.0	20.4	2.3	9.3	Stanly	12.1	3,465	35.5	13.7	35.8	33.1	22.6	33.5	6.1	19.7
Durham	30.9	3,915	37.6	12.0	27.1	22.1	24.9	32.6	10.4	32.4	Albemarle	4.4	4,001	28.3	9.5	34.3	27.4	27.9	35.7	9.5	27.4
Durham	29.3	3,835	39.0	13.7	26.9	22.4	24.0		10.1	31.9	Stokes	5.7	2,967	44.8	20.3	35.7	38.6	15.2	28.4	4.3	14.7
Tarboro	14.1	3,422	47.6	18.7	25.8	23.9	19.4	20.0	7.5	28.4 37.0	Mount Airy	13.4	3,490 4,061	40.9	15.7	32.9	28.1	19.7	28.9	9.2	25.3
Foreyth	55.2	4,100	31.4	10.1	30.7	23.6	26.6	32.7	11.3	33.6	Swain	2.4	2,485	64.1	34.6	22.0	28.4	9.6	19.8	4.3	17.2
Winston-Salem.	37.3	4,178	33.1	10.7	30.2	23.2	24.8	30.3	11.9	35.8	Trans0ivania	5.1	2,806	53.5	25.8	26.6	30.3	15.1	27.6	4.8	16.5
Franklin	8.3	2,612	58.9	30.3	24.4	29.0	13.0	25.5	3.7	14.3	Tyrroll	1.5	2,207	67.7	41.2	22.5	32.6	7.7	17.8	2.1	8.4
Gaston	35.5	4,143	27.0	8.8	34.1	28.3	29.6	36.6	9.3	28.3	Union	11.8	2,979	49.6	22.4	29.8	32.0	16.0	27.5	4.6	18.1
Gastonia		4,353	27.2	8.4	33.6	24.7	28.2	33.2	11.0	33.7	Monroe	3.2	3,514	40.7	18.6	31.7	28.8	30.4	29.7	7.3	25.9
Gates	2.4	2,185	72.8	45.4		25.3		17.2		12.1		7.3									-
Graham		2,438		34.3		31.1	11.3	23.6		11.0	Vance	8.9	3.379			27.0			31.5		24.6
Granville	8.1 4.2	3,024		21.8		31.3		25.9		21.0	Henderson	3.7	3,861	38.6 42.4		29.5	24.4	23.3	30.9		31.2
	4.6	3,063	00.1	24.8	21.0	22.6	14.2	23.8	1.0	28.8	Wake	53.8 30.9	4,009	41.6			18.8	23.4	28.2		39.6
Guilford	72.5	4,300	32.9	10.2	27.5	20.5	26.9	32.0	12.7	37.3	Warren		2,511	62.6			28.5	10.7	21.9		16.1
Greensboro		4,336		11.1		18.2		30.1		40.6	Washington	3.8	3,001		21.6		30.5	18.6	31.8		
High Point		4,260	31.0	9.8	30.9	23.2	26.5	31.0	11.6	35.1	Watauga	5.3	2,100	72.7		18.3	27.9		16.8	2.1	8.8
Halifax	15.2	3,182	51.0	21.7	25.9	28.2	16.9	27.4	6.2	24.7	Wayne	18.0	2,922		25.5		28.0		24.4		22.1
Roanoke					13						Goldsboro	7.8	3,344		19.5		26.0		28.1,		28.4
Rapids		4,001	22.0			22.7		36.8	1 000	34.0	Wilkes	11.0	2,615	57.7	20.7	27.8	34.0	11.5	22.5	3.0	13.8
Harnett		3,135	47.4			28.3	17.3			20.9	North	1.0	9 771	49.0	18.0	90.0	24.9	18 9	24.7	9.5	35.1
Dunn Haywood		3,576		15.8		28.3	28.4	25.5	4	30.4	Wilkenboro Wilson	1.6	3,771	47.5	15.3		25.2	16.0			33.5
Henderson	10.2	3,185		20.8		29.0		25.4		24.8	Wilson	9.1	3,852		18.1		23.1		24.9		38.1
Hendersonville.		3,479	44.7				17.3			29.3	Yadkin		2,916		22.0		33.0		31.9		13.1
Hortford		2,612	58.3			32.8	11.1			15.5	Yancey	3.9	2,238		39.7		35.8		14.6		9.8
Hoko		2,375	64.5				11.3			10.3		-	-	-		-		-	-		
Hyde	1.7	2,048	73.7	48.3		28.0	6.6		1.8	7.3	Total Above					-	-				
Iredell		3,486		15.3		29.1	22.5			22.4	Cities	428.5	4,105	35.9	11.7	28.4	22.2	24.5	30.6	11.2	35.5
Statesville		3,678		14.0		27.4	22.5			27.3	11117956	Ubb	Mino			1		10/11		100	
Jackson	8.1	2,367		38.7	24.7		9.7		2.6					44.0	10.0	00.0	98.5	90 1	98.0		90.4
Johnston	1 17.8	2,713	1 55.1	27.3	27.9	32.9	13.1	24.7	8.9	18.1	State Total	[1288.5	3,453	1 44.2	17.2	28.2	25.1	20.1	29.8	1.0	26.9

WDAY POLLS 91.7% IN THE 41 COUNTIES AROUND FARGO!

THE Northwest Audit Company of Fargo has just completed a Rural Radio Survey in the Red River Valley Area. A double postcard was mailed to 3,200 rural families living within 150 miles of Fargo, in all directions.

This question was asked each family: "To what one radio station does your family listen the most?"

Twenty-five stations were mentioned in the returns. Of the 1681 replies, 1541 preferred WDAY! Rural listeners chose WDAY 32 to 1 over the second-best station—11 to 1 over all 24 other stations combined!

STATION A-1.0%

STATION B-1.5%

STATION C-2.8%

WDAY-91.7%

This survey, which covered 41 counties in North Dakota, Minnesota and South Dakota, is a perfect example of the almost unbelievable preference that WDAY enjoys in this rich farming area.

Get all the facts from Free & Peters
— or write us direct.



WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



FREE & PETERS, INC.,
Exclusive National Representatives

(Other Wes	t North	Central S	tates: lown,	Kansas,	-NORT	H	DAKO	T	A - Co	unties and	Cities
Minnesota,	MISSOUP	i, Nebrask	ia, South	Dakota.)	11011		DUIL		7	diffics and	CILICS

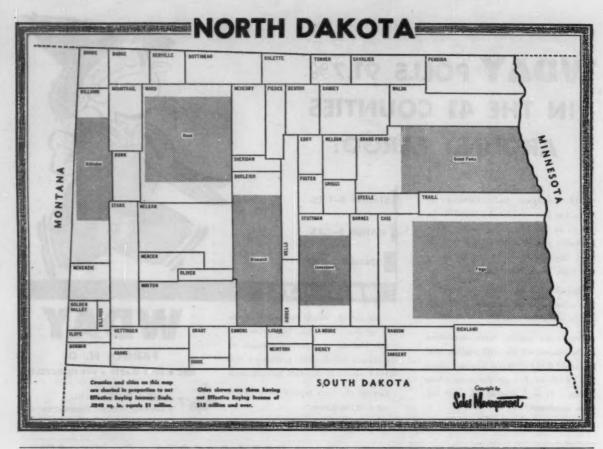
N. Dak. state map—page 564	Pop.	N	UMBEI	OF O	UTLET	В	***	Pop.	N	UMBE	R OF O	UTLET	5
City County	thous.)	F	GM	FHR	A	D	City	thous.)	F	GM	FHR	A	I
BismarckBurleigh	21.1	52	13	10	23	7	JamestownStutsman	14.2	23	4	9	19	
Devils Lake Ramsey	5.5	15	7	7	12	3	MinotWard	. 24 6	49	9	21	17	
DickinsonStark	8.3	10	4	. 9	12	4	Valley CityBarnes	7.8	19	6	8	11	
Fargo Cass	42.8	83	11	17	29	9	WahpetonRichland	5.6	15	- 4	6	11	
GraftonWalsh	5.4	15	5	6	9	2	Williston Williams	12.2	16	7	9	15	
Grand Forks Grand Forks	29.1	55	8	17	24	. 7				Z-10		- 1	

2,7951		0	POPULA ES 1/1	TION TIMATI	ES	407h	TIVE B			117	-	0	277	SALES IMATES	1954	N.		SALES ADVER ING CONTR	TIS-
CITIES	Metro- politan Area	Total	or.	Fami-	Urban- ized	Nat	9%	Per	Per	Dollara	~	Coun-	(lir		ORE GRO			Buving	Ousi
		(thou- sands)	of U.S.A.	iles (thou- eands)	Population (thou-sands)	Dellars (add 806)	% of U.S.A.	Cap- ita	Fam- ily	(add 900)	U.S.A.	Salee Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power index	ity in- dex
Adams		4.6	.0029	1.2		8,498	.0033	1,847	7,082	5,606	.0033	4,672	1,105	242	88	1,309	86	.0032	110
Barnes		15.8	.0087	4.4		18,482	.0074	1,170	4,200	17,088	.0101	3,884	3,134	1,879	831	3,314	308	.0087	90
Valley City		7.8	.0048	2.5	1	10,041	.0040	1,287	4.016	13,492	.0079		2,187	1,791	756	8,046	104	.0053	110
Bensen		9.3	.0057	2.4		9,615	.0038	1,034	4,006	5,589	.0032	2,329	1,357	419	230	461	102	.0040	70
Dittings		2.0	.0012	.8		2,184	.0000	1,00	4,386	170	.0001	340	65	29	CACO.T	11111	2-7	.0007	58
Bettineau		11.1	.0069	3.1		13,602	.0068	1,234	4,417	10,844	.0065	3,530	2,001	291	63	1,231	275	.0061	88
Bowman		3.0	.0024	1.0		5,679	.0022	1,456	5,679	8,590	.0039	6,690	1,411	298	280	1,820	213	.0027	113
Burke		6.1	.0037	1.1		8,177	.0033	1,34	4,543	5,282	.0031	2,934	1,271	174	49	939	183	.0033	89
Burlelijh		27.7	.0170			42,072	.0167	1,511	5,394	50,579	.0297	6,484	6,304	7,154	2,040	15,405	1,450	.0207	122
Mandan		89.5	.0180	8.4		48,778	.0194	1,66	8,806	68,014	.0871		8,401	7,908	8,817	19,141	1,881	.0844	188
Bismarek		21.1	.0130	6.0		35,831	.0143	1,698	5,972	48,562	.0286	-	5,965	6,771	2,040	14,735	1,459	.0183	141
Cass	193	63.0	.0388	17.8	42.8	112,453	.0448	1,78	6,318	91,113	.0536	5,119	11,070	11,084	3,772	21,263	2,791	.0482	119
△Fargo		42.8	.0263	12.1		84,818	,0338	1,98	6,896	74,456	.0438		8,465	10,191	3,549	18,412	2,564	.0353	134
Cavaller		10.8	.0003	2.7		12,371	.0045	1,17	4,582	8,877	.0062	3,286	1,430	638	450	1,400	155	.0054	83
Dickey		8.9	.0054	2.1		9,558	.0038	1,07	3,823	9,062	.0053	3,625	1,339	615	361	2,428	243	.0045	
Divide		5.2	.0032	1.4		6,767	.0027	1,30	4,834	5,991	.0036	4,279	908	514	354	1,531	139	.0031	97

A and A See end of state for SM Metropolitan County Areas.

C SM, 1955.

Before using these figures, see explanation page 11.



	Metre	0	POPULA ES 1/1	TION TIMATI	18	Maria I	TIVE B					•	770	SALES	1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	4	Fami-	Urban-	Not	ez.	Per	Per	Dellara	~	Coun-	(In		ORE GRO			Buying	Oun
		(thou- eards)	U.S.A.	(thou- sands)	Population (thousands)	Deliars (add 600)	U.S.A.	Gap- lta	Fam- liy	(add 000)	U.S.A.	Sales Per Fam- liy	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- der
Dunn Eddy		6.6	.0041	1.6	****	7,788 8,497	.0022	1,122		3,990 5,521	.0023	4,001	748 827	202 372	101 102	215 1,549	79 133	.0031	71
Emmons		8.9	.0065	2.1	****	8,900	.0038	1,008	4,271	7,372	.0043	3,510	1,403	607	44	1,371	39	.0042	71
Feeter		5.2	.0032	1.5		5,370	.0021	1.833	3,580	7,130	.0042	4.753	1,292	615	263	1,963	67	.0030	94
Golden Valley		3.0		.9		4,607			5,119	4,100		4,568	786	109	396	852	74	.0020	
Grand Forks		42.4	.0261	11.0	31.3	70,190	.0270	1,686	6,062	88,274	.0343	5,024	8,106	5,373	3,415	10,482	1,008	.0295	11
Grand Forks	100	29.1	.0179	7.7		50,477	.0201	1,735	6,555	49,712	.0292		6,357	3,582	3,055	15,924	916	.0224	13
Grant		8.6	.0041	1.0		6,857	.0027	1,030	4,286	4,286	.0025	2,679	761	236	83	1,002	148	.0029	7
Grigge		4.9	.0030	1.3		8,944	.0024	1,213	4,572	4,734	.0028	3,842	645	417		1,101	74	.0026	
Hettinger		6.0	.0042	1.0	****	9,832	.0039	1,428	5,482	8,404	.0049	4,609	1,311	440	167	2,297	150	.0043	10
Kldder		0.1	.0038	1.8		6,271	.0025	1,020	4,181	3,863	.0023	2,575	817	285	86	886	75	.0027	7
La Moure		8.6	.0053	2.4		7,450	.0030	300	3,104	9,333	.0055	3,889	1,548	152	215	1,700	161	.0042	
Logan		5.8	.0035	1.8		4,812	.0018	778	3,471	4,129	.0024	3,176	523	200	- 84	356	34	.0023	
McHenry		11.6	.0072	3.1	****	13,416	.0053	1,15	4,320	10,523	.0002	3,395	2,571	483	153	1,986	214	.0000	8
McIntooh		7.0	.0043	1.7		6,205	.0025	886	3,850	7,440	.0044	4,376	1,388	864	140	1,942	79	.0034	7
McKenzis		6.2	.0038	1.1	****	8,554	.0034	1,300	4,782	5,860	.0034	3,266	1,150	126	122	146	150	.0035	
McLoan		19.5	.0120	5.2	****	28,914	.0115	1,483	5,500	19,500	.0118	3,763	8,273	548	482	3,680	548	.0116	1
Mercer		8.0	.0040	2.1		10,279	.0041	1,288	4,895	7,133	.0042	3,397	1,723	265	247	1,896	100	.0043	
Morton		20.7	.0127	8.2	8.7	26,832	.0107	1,290	5,160	21,000	.0130	4,227	3,902	1,427	1,286	5,004	400	.0118	1
Mountrall		8.0	.0056	2.1		12,454	.0048	1,300	4,962	10,629	.0002	4,282	1,752	618	318	2,000	298	.0054	1
Nelson		7.2	.0044			8,925		1,240	4,968	8,170	.0048		1,046	924	202	1,230	171	.0041	1
Oliver		2.8	.0018	.1		3,838	.0015	1,376	7,672	767	.0005	1,834	227	58	41		30	.0013	1

		O.	POPULA ES 1/1	TIMATI	18	400 I	TIVE B					O O	TTO.	SALES	-1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	95	Fami-	Urban- ized	Net	%	Per	Per	Deliare	3	Coun- ty	(in	FIVE ST	ORE GRO	UPS -add 000)		Buying	Qual
		(thou- sands)	U.S.A.	(thou- eands)	Pepu- lation (thou- sends)	Dollars (add 600)	U.S.A.	Cap- Ita	Famility	(add 800)	U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- metive	Drug	Power	in- dex
Pembina		13.4	.0002	3.5		20,242		1,511		13,358	.0078	3,816	2,354	716	313	2,248	201	.0000	98
Pierce		7.9	.0049	2.1	2.8	8,249		1,044		7,809	.0048	3,719	1,262	458	108	2,123	88	.0040	82
Rameey		13.3	.0081	3.5	6.5	19,910		1,497		19,704	.0116	5,630	2,995	2,221	913	5,424	344	.0000	111
Devils Lake		6.5	.0040	1.9		11,320	.0045	1,742	5,958	15,992	.0004		2,201	2,028	800	5,035	344	.0059	148
Ransom		8.0	.0050	2.3		9,025	.9036	1,128	3,924	8,620	.0051	3,748	1,395	430	359	2,726	188	.0044	80
Renville		5.3	.0032	1.8		7,389	.0029	1,394	4,928	4,860	.0028	3,248	1,305	49	94	855	79	.0029	91
Richland		18.8	.0116	5.2	5.8	27,903	.0111	1,484	5,388	20,400	.0120	3,923	2,833	1,519	1,080	4,982	344	.8115	99
Wahpeten		5.6	.0034	1.8		9,253	.0037	1,653	7,118	11,222	.0066		1,130	1,135	747	3,233	212	.0045	182
Relette		10.2	.0063	2.1		7,844	.0022	700	3,410	6,862	.0041	2,983	1,424	588	98	1,325	176	.0041	85
Sargent		7.2		1.8		7,278		1.010	4.042	4,433	.0026		996	314	218	479	37	.0031	78
Sheridan		4.8	.0029	1.5		5,501		1,146	4,584	3,260	.0019		500	202	48	580	79	.0022	78
Sloux	1 15	3.0	.0019			2,485	.0001	821	4,100	1,150	.0007	1.917	468	53		60	31	.0011	50
Slape		2.1	.0014			3,072	.0013	1,336	6,144	478	.0001	958	108	29			7	.0010	71
Stark		15.8	.0097	4.1	8.3	20,590	.0082	1,304	5,150	22,404	.0131	5,001	2,919	2,512	884	5,104	551	.0100	103
Dickinson	1	8.8	.0051	2.4	1	12,043	.0048	1,451	5,018	16,785			1,785	2,298	781	4,046	387	.0064	135
Steele		4.0	.0029	1.5		7,481	.002	1,627	6,238	3,930	.0023		818	78	52	880	84	.0027	93
Stutaman		26.1	.0100	6.1	14.2	33,970	.013	1,30	5,226	28,311	.0167	4,356	4,172	1,386	1,732	7,853	608	.0150	
Jamestown		14.5	.0087	4.	1	24,249			5,914	23,646	.013	0	8,139		1,416	7,544	411	.0108	
Towner		8.4	.00%	1.		6,561	.002	1,21	4,686	8,004	,003	5 4,200	1,129	353	220	1,130	129	0030	91
Traili		10.0	.0087	2.		15,771	.006	1,46	5,441	11,633	.006	4,011	1,906	885	482	1,989	195	.0000	91
Walsh		19.1	.0122	4.	6 8.4	26,988	.016	1,36	5,860	21,017	.012	4,580	2,816	2,284	705	4,482	400	.0114	83
Grafton		5.4	.0032	3	9	7,778			8,637	12,016	.007	1	1,147	1,504		2,996		.0048	-
Ward		38.0	.0221	10.	2 24.6	62,120			6,000	55,829		9 5,473	8,674	5,927	2,243	12,839		.0267	
Minot	-	24.0	.0151	7.	0	45,200	.018	0 1,83	7 6,457	45,417	.026	7	6,823	5,442	1,963	11,434	1,436	.0200	0 131
Wells		9.1	.0061	2.		11,29			1 4,343	9,554			1,610			1,268		.0061	-
Williams		26.0	.0164	8.	1 13.5	41,16			8 5,082	80,811			8,187			11,191	831	.0204	-
Williston		12.5	.0078	5 3.	5	20,52	.008	2 1,68	5,865	37,221	.021	9	5,19	4,844	1,730	10,434	638	.0122	2 16
Total Above Citie		177.	.109	49.	6	311,53	.124	2 1,75	4 6,281	348,493	.206	0	44,093	40,32	17,324	96,838	8,588	.145	4 13
State Total		619.	.3800	165.	3 194.0	857,02	.341	2 1.38	4 5,185	730.230	.429	5 4,418	117,210	63,38	28,233	186,543	16,307	.3756	8 9

ΔFarge...... 193 63.0 .0388 17.8 42.8 112,453 .0448 1,735 6,316 91,113 .0636 5,119 11,070 11,084 3,772 21,283 2,791 .0482 119 Total of Area... 63.0 .0388 17.8 42.8 112,453 .0448 1,735 6,316 91,113 .0636 5,119 11,070 11,094 3,772 21,283 2,791 .0482 119

NORTH DAKOTA - Income Breakdown of Consumer Spending Units

	Total	In-		N	ET IN	COME	GROU	PS, 19	54			Total	In-			ET IN	DOME	GROU	PS, 19	54	
COUNTIES	Con- sumor Units (thous.)	per Con- sumer Unit \$	\$0-2 Units	2,499 % in- come	\$2,500 % Units	-3,999 % in- come	\$4,000 Units	-6,999 % fin- come	\$7,000 % Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- eumer Unit	\$0-2 % Units	,400 S In- come	\$2,500 % Units	-3,999 % In- come	\$4,000 % Units	%	\$7,000 % Units	% In-
Adams	1.6	5,291	23.8	5.8	28.5	17.2	29.0	28.1	10.7	48.9	Hettinger	2.0	4,822	27.9	7.8	28.3	18.8	26.1	27.7	17.7	45.7
Barnee	5.2	3,546	39.9	15.1	29.6	28.7	22.4	32.4	8.1	25.8	Kidder	1.9	3,246	46.1	19.1	26.4	26.0	20.7	32.7	6.8	22.2
Valley City	2.7	3,678	38.0	13.9	26.9	23.4	26.3	36.8	8.8	26.1	La Moure	2.5	3,631	46.5	20.6	31.8	33.6	16.0	27.0	5.7	18.8
Benson	2.7	3,500	44.4	16.5	23.9	21.3	21.3	30.4	10.4	31.8	Logan	1.5	3,095	47.0	20.4	20.0	30.0	18.3	30.3	5.7	19.3
Billings	8.	3,935	42.0	14.3	23.4	19.0	23.4	30.8	11.2	38.1	McHenry	3.5	3,782	37.8	13.3	28.9	24.4	23.0	31.2	10.8	31.1
Bottineau	3.5	3,936	26.0	12.3	28.8	23.4	23.5	30.6	11.7	33.7	McIntosh	2.0	3,135	43.1	18.4	33.2	33.9	17.4	28.6	6.3	19.1
Bowman	1.3	4,308	38.1	11.9	23.0	17.1	21.2	25.3	17.7	45.7	McKenzie	2.1	4,167	35.7	11.6	26.5	20.4	23.9	29.4	13.9	38.7
Burke	2.0	4,100	34.1	11.1	28.6	22.3	23.4	29.3	18.9	37.3	McLean	8.1	4,724	26.7	7.8	25.0	17.0	33.4	35.1	15.9	40.3
Burleigh	9.1	4,633	28.1	8.1	25.1	17.4	33.0	35.4	14.8	39.1	Mercer	2.3	4,582	26.8	7.9	29.6	20.3	30.4	34.3	13.2	37.0
Bismarck	7.7	4,665	27.8	8.0	24.9	17.1	32.2	35.4	15.1	39.5	Morton	6.0	4,453	31.2	9.4	25.7	18.5	29.0	33.3	14.1	38.8
Cass	23.4	4,811	29.2	8.1	23.3	15.5	30.9	33.0	16.6	43.4			172	1				1000			
Fargo	17.7	4,787	29.2	8.2	22.7	15.2	31.5	33.7	16.6	42.0	Mountrall	2.9	4,238	31.4	10.0	28.5	21.5	24.5	29.6	15.6	38.9
Cavaller	3.1	3,980	36.4	12.3	28.0	22.5	23.2	29.8	13.4	35.4	Nisleon	2.5	3,638	38.1	14.1	39.9	28.3	23.2	32.7	8.8	26.9
	1000	8156							1		Oliver	8.	4,518	28.1	8.4	26.9	19.0	31.2	35.4	13.8	37.2
Dickey	2.9	3,242	46.2	19.2	27.7	27.3	18.6	29.4	7.5	24.1	Pembina	4.2	4,880	29.9	8.3	25.9	17.1	26.0	28.3	17.8	46.3
Divide	1.6	4,119	36.8	12.0	25.7	20.0	23.9	29.7	13.6	38.3	Pierce	2.2	3,758	87.1	13.3	28.1	23.9	25.2	34.4	9.6	28.4
Dunn	1.9	4,006	87.8	12.4	25.2	19.7	21.5	27.0	15.5	40.9	Ramsov	4.8	4,188	83.8	10.8	27.3	20.9	27.7	33.9	11.2	34.4
Eddy	1.5	3,650	35.9	13.2	27.6	24.2	27.9	39.2	8.6	23.4	Devils Lake	2.6	4,403	32.6	9.9	26.3	19.0	28.7	33.6	12.5	37.6
Emmons	2.4	3,812	40.8	14.4	26.4	22.2	21.4	28.7	11.4	34.7	Ransom	2.6	3,479	48.2	16.7	24.1	22.1	23.7	34.9	9.0	28.3
Footer	1.7	3,196	44.9	18.8	26.8	26.9	23.4	37.5	4.9	16.8	Renville	1.6	4,758	27.1	7.8	28.1	18.9	29.2	31.5	15.6	42.0
Golden Valley	1.0	4,621	29.1	8.4	26.4	18.3	29.7	32.9	14.8	40.4	Richland	6.3	4,428	34.6	10.5	27.3	19.7	24.2	28.0	13.9	41.8
Grand Forks	18.8	4,451	31.5	9.8	24.3	17.8	30.8	35.4	13.4	37.8	Wahpeton	2.3	4,071	38.5	12.7	25.7	20.2	25.7	32.4	10.1	34.7
Grand Forks	11.5	4,395	81.7	9.7	23.7	17.3	31.5	38.7	13.1	38.3	Reletts	2.8	3,110	47.6	20.6	28.7	29.5	16.5	27.1	7.3	22.6
Grant	1.8	3,797	39.1	13.9	25.1	21.1	24.9	33.6	10.9	31.4	Sargent	2.2	3,363	41.5	18.8	29.1	27.7	21.7	33.0	7.7	22.7
Griggs		3,870	36.9	12.8	27.5	22.7	23.4	31.1	12.2	33.4	Sheridan	1.3	4.078	32.4	10.7	27.4	21.5	26.2	32.9	14.0	34.1

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eteleville					44	166	5/5	21	22	Norwalk					17.5	28	4	13	19	
leveland				935.0	6,691	239	536	345	424	Norwood					16.3	125	91	25	17	
Seveland										Fainesville	La	ice		v. 1	15.8	35	8	14	24	
Heights						6	32	12	22	Parma	C	173 dogs	B	3	10.1	36	2	8	5	
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Inclid						6	27	46	8	Springfield Steubenville.					36.3	144	11	29	27	
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Salion						7	12	19	5	Troy	M	sami	*****	++	11.2	30		6	10	
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familton						17	44	52	22	Warren	T	rumbul			53.6	182	10	29	39	
fillsboro						7 3	8 21	12	3	Washington Court Hou	no 17	t Street See			12.5	36	6	13	15	
sekson						3	8	19	3	Wilmington.					7.8	28	5	10	12	
Cent.,,,,,					27	5	9	11	5	Wooster					14.7	39	5	1.3	18	-
Conton	mr.H	ardin.,		9.0	35	4	11	19	4	Xenia	G	reene			14.3	34	6	13	18	
Lakewood	111110	uyabaga	bereit.	66.9		15	32	24	35	Youngstown					72.7	571	16	97	93	
Ancaster	1111111	seresa.		26.8	76	8	26	34	11	Zanesville	M	UNKING	um	0001	42.1	178	10	33	30	

INDUSTRIAL SALES DATA FOR ALL COUNTIES

Industrial data for all counties-not just the leading 100-are available on IBM cards. Address Market Statistics, Inc., 432 Fourth Avenue, New York 16, N.Y. Phone MUrray Hill 4-3559.



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CINCINNATI

OHIO - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-	0	POPULA ES 1/1	TION TIMATI	ES	ALC: TA	TIVE B					0	772	SALES				SALES ADVER INC CONTR	TIS-
CITIES	politan Area	Total	07	Fami-	Urban- ized	Net	07	Per	Per	Dollars	OZ.	Goun-	Or		of dollare			Buying	Qual-
Adams		(thou- sands)	of U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	% of U.S.A.	Gap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Adams		21.8	.0132	8.5		19,315	.0077	898	2,972	15,202	.0089	2,339	3,156	973	776	3,027	343	.0092	70
Allen	70	95.8	.0000	28.9	80.3	187,077	.0026	1,640	5,435	111,238	.0854	3,849	25,368	13,192	5,282	17,966	2,418	.0627	106
ALima		53.4	.0328	16.8		96,123	.0383	1,800	5,722	89,731	.0528		19,000	12,473	3,872	16,008	2,103	.0416	127
Ashland		35.1	.0216	10.9	18.1	54,592	.0217	1,555	5,008	37,985	.0224	3,485	8,384	2,395	1,988	6,715	856	.0219	101
Ashland		15.2	.0094	5.0		27,801	.0111	1,829	5,560	28,492	.0138		5,384	2,283	1,642	4,446	666	.0116	123
Ashtabula		83.6	.0615	25.8	45.6	134,968	.0537	1,611	5,231	95,486	.0561	3,701	23,686	7,519	3,392	18,849	2,332	.0539	105
Ashtabula		24.6	.0151	7.6		47,253	.0188	1,921	6,218	43,781	.0257		11,410	5,043	3,140	8,414	1,134	.0201	133
Conneaut	i	10.7	.0066	3.6		18,647	.0074	1,743	5,180	15,331	.0090		4,700	1,202	492	1,398	891	.0077	117
Athens		46.1	.0284	12.5	16.8	52,312	.0299	1,135	4,185	36,657	.0216	2,933	8,624	1,688	2,147	9,102	888	.0227	80
Athens		10.4	.0064	2.9		17,914	.0071	1,723	6,177	21,867	.0129	-	3,740	840	1,700	7,816	624	.0087	136
Augistze		33.0	.0203	9.9	13.1	44,548	.0177	1,350	4,500	35,863	.0211	3,623	7,757	1,998	1,543	6,479	497	.0192	96

A and A See end of state for SM Metropolitan County Areas.

O SM. 1955.

Before using these figures, see explanation page 11.

LIMA, Ohio—Shopping Hub of 6-County Market with \$253,000,000 Retail Sales

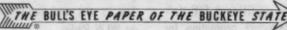
Sales Activity 65% above Par — \$35,210,000 above average volume—emphasizes City's Big Drawing Power. Only large city in 65-mile radius.

IN METROPOLITAN AREA Per Family Income, \$5,435

\$161 above U. S. average Per Family Sales, \$3,849 \$278 above U. S. average 97 % Home County Coverage ABC CIRCULATION

Daily: Sunday: 34,225 36,129

THE LIMA NEWS



Nationally Represented by STORY, BROOKS & FINLEY, Inc.

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

They're Buying BIG! department store. Halle Bros. . 15 HOURS A WEEK motor cars. . Dodge Dealers. . . 5 HOURS A WEEK insurance. . Louisville Title. . 2½ HOURS A WEEK appliances. . . Westinghouse. . 2½ HOURS A WEEK

	Matro-	-	POPUL/ ES 1/	ATION STIMATI 1/85	ES	ANTA I	TIVE B	E				0	777	L SALES	1954			ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	77	Fami-	Urban-	Net	% of	Per	Per	Deliara	3	Coun-	(in	FIVE \$1 thousands	ORE GRO			Buying	Qual-
	16	(thou- sands)	U.S.A.	(thou- sands)	Population (thou-sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 600)	U.S.A.	Sales Per Fam- ily	Food	General Mdes.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Belmont	158	88.8	.0546	28.6	47.1	114,421	.0456	1,289	4,302	62,345	.0366	2,344	21,729	3,885	3,106	11,379	1,129	.0447	82
Martins Farry- Bellairs		95.7	.0158	8.0	0	30,548	0118	1 110	4,580	\$7,080	.0160		9,487	1.888	1.889	5.797	693	.0158	-
0.31.1	7.7	13.4	12000	3.8		16,498			4,342	15,094	.0089		4,965	1,484	355	2,995	266	.0075	
Martine Ferry		13.3	0.000.0	4.2		19,744			4,701	11,986	.0071		4,522	378	674	3,802	327	.0077	
Brown		23.3	20000	7.1		22,217	.0088		3,129	18,232	.0108	2,588	3,944	979	519	1.710	329	.0105	
Butler	80	163.0			116.9	288,764			6,183	194,710	.1145		83,792	13,004	11,279	38,593	4,860	.1119	
▲Hamilton		63.2		19.1		109.045		1.721		101,837	.0596		27.510	7.182	6,090	20,255	2,639	.0474	
▲ Middletown.		35.6	10000			73,681			8,894	67,646	.0898		18,489	4,873	4,834	14,631	1,811	.0309	
Carroll		20.0	.0121	8,7	4.6	24,004	.0096	1,200	4,211	13,138	.0077	2,308	2,840	1,116	394	2,803	186	.0095	77
Champaign		28.2	.0174	8.6	9.6	37,368	.0148	1,328	4,345	26,552	.0156	3,087	5,740	943	1,433	4,512	639	.0158	90
Urbana		9.6	.0050			14,231	.0057	1,482	4,907	16,385	.0096		3,514	455	976	3,453	503	.0069	
Clark	. 143	120.2	.0736	36.	90.1	209,325	.0830	1,733	5,708	126,116	.0742	3,455	29,938	12,058	6,779	22,905	3,665	.0785	108
▲Springfield	1	83.0	.0511	25.	7	161,602	.0604	1,828	5,902	112,000	.0600		26,497	11,914	6,559	20,881	8,487	.0602	118
Clerment		46.1	.0284	13.5	2	55,209	.0220	1,19	4,183	44,343	.8261	3,359	13,166	1,820	2,951	7,516			
Clinten		27.1	.0167	8.4	1 7,8	36,513	.014	1,34	2 4,347	37,147	.0218	4,422	7,804	1,516	1,273	7,237	506	.0171	
Wilmington		7.1				12,951	.005	1,66	5,180	20,479			4,029	877	888	3,681	268	.0072	
Golumbiana		106.3	.0647			158,787	.063	1,50	4,993	106,591	.0627	3,382	27,954	9,107	5,543	24,471	2,796		
East Liverpool		24.1		90		41,658			3 5,410	41,654		5	10,871	5,526	2,818	10,139	1,092		
Salem	-	13.5	.008	1 4.	2	24,044	.009	1,82	2 5,725	25,083	.015	3	6,086	2,345	1,686	6,836	711	.0110	138
Conhecton		32.	.0196	10.	2 11.9	48,74	.018	1,44	4,583	30,073	.017	2,948	6,672						
Coshocton		11.5	.007	3 4.	0	20,78	.008	3 1,74	3 5,185	23,325	.013	7	4,920	2,651	1,113	5,846	544	.0097	7 133

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A and A See end of state for SM Metropolitan County Areas.

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C SM. 1955.

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Before using these figures, see explanation page 11.

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OHIO - (Continued)

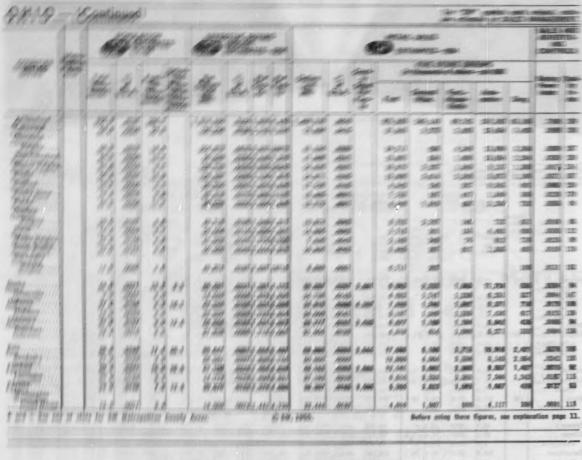
I SALES AND

Bucyrus....

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

121 128





WHAT THE TRIANGLES STAND FOR . . .

The active black triangles in these tables and footnotes refer to Standard Metropolitan Areas.

The open triangle indicates SALES MANAGEMENT "Potential" areas.

CLEVELAND...

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Cleveland is now the nation's No. 1
Market, with a spendable income of \$7,577
per household! The Best Location in the
Nation is your best bet for profitable promotion.

CONTINUOUS
NIELSEN STUDIES
OF FOOD STORE SALES
Make the
Cleveland Plain Dealer
Your Ideal
Test City Medium

And the Cleveland Plain Dealer is your No. 1 newspaper choice—only the Plain Dealer completely covers Cleveland's great 2-in-1 market: Greater Cleveland plus the compact 26-county adjacent area. That's why the Plain Dealer is your best bet in the rich Cleveland market.

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- · respect for audience.
 - * 8 of the top 10 shows in Central Ohio are carried on wbns-tv.
- · top rated programs that are rated sales vehicles.
- Available testimonials attest to wbns-tv's terrific sales impact to the 430,700 set coverage.
- award winning merchandise and promotion plan.

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full service to advertisers.

The finest of film, slide, art, continuity, property and engineering facilities are available.

* ARB January 1955 Columbus

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The	"SM" 5	ymbol	s mark	071	ginai,	- exclu-
	estimate					

	Metro	0	POPULA ES 1/1	TION TIMATI	LS .	607A	TIVE B					•	777	L SALES	-1984			SALES ADVER ING CONTR	TIS-
CITIES	politan Area	Total	95	Fami-	Urban-	Nat	er.	Per	Per	Dellara	er.	Goun-	(ii	FIVE S'	TORE GR			Buying	Ouni
		(thou- eands)	U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 600)	U.S.A.		Fam- lly	(add 000)	7 U.S.A.	Saice Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- motiva	Drug	Pawer Index	ity In- dex
Franklin. A Columbus Bexley Fulten Gallin Gallipolis.		881.3 406.9 13.6 27.2 28.2 8.0	.2515 .0084 .0167 .0185	163.7 122.6 3.8 8.1 6.7 1.0	3.8	1,094,718 809,636 48,683 38,129 21,199 7,075	.8224	1,980 3,580 1,328 841	6,667 6,604 12811 4,460 3,164 3,734	963,306 597,408 7,409 35,608 16,129 13,499	.3514	4,296	146,360 126,993 3,391 7,610 3,849 2,436	97,940 96,475 102 1,270 1,068 919	34,187 32,615 411 1,945 997 583	122,657 118,012 8,072 3,700 3,485	18,882 787 677	.4028 .3169 .0127 .0168 .0102 .0048	126 151 101 06
Genuga Greene	37	30.0 00.1 14.3 39.0 15.8	.0419 .0089 .0230	4.4	15.8	49,071 122,803 24,846 43,291 31,730	.0489 .0000 .8172	1,806 1,737 1,110	6,088 6,270 5,647 3,732 4,096	29,801 61,733 83,552 31,768 34,457	.0363 .0197 .0187	2,738	7,771 14,234 0,443 7,773 5,168		847 2,540 2,050 1,841 1,626	5,261 13,195 9,669 6,732 5,747		.0187 .0437 .0126 .6190	104 143 79

A and A See end of state for SM Metropolitan County Areas.

C SM, 1955.

Before using these figures, sae explanation page 11.



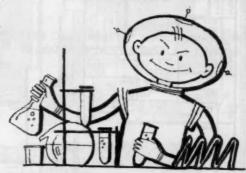
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WHAT-WHERE-WHEN

they buy in Columbus



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erages, appliances and automobiles put to a cross-section of Columbusites. Here is an analysis that gives an amazingly accurate and revealing insight into Ohio's fastest growing market — Metropolitan Columbus. The 1955 study tells of today's startling trends, indicates new brand preferences, shows clearly where newcomers are cutting into markets, in short, tells a graphic market story in figures. And so that the user can determine the trends, the

Write today for your copy of this big 1955 edition. Address requests to the General Advertising position of each product, over a six-year span, is generally given. Department, The Columbus Dispatch, Columbus 16, Ohio.

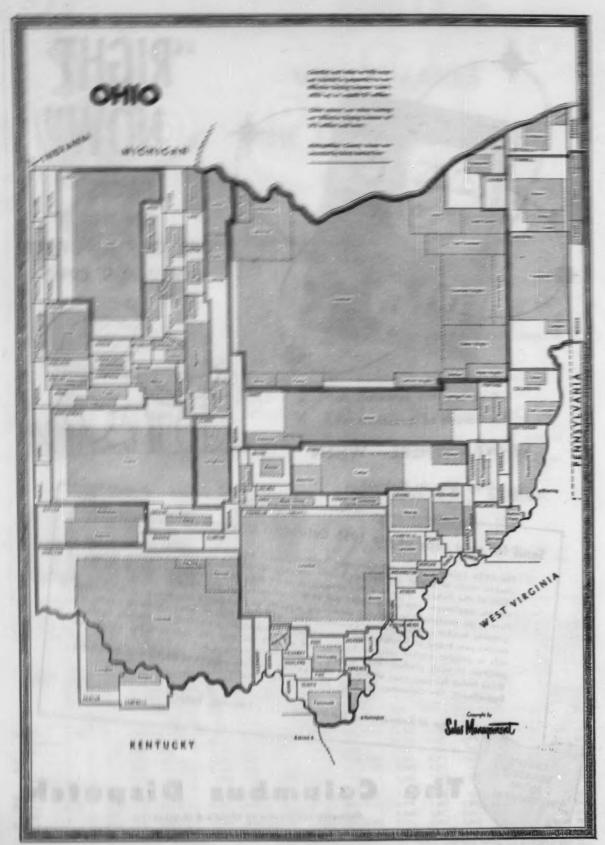
One of America's Key Test Markets Columbus, Ohio.

OHIO'S

he Columbus Dispatch

Nationally represented by O'Mara & Ormsbee, Inc.

Chicago . Detroit . San Francisco



Things have changed in Solid Cincinnati since the last time you bought a daily there!

For example . . .

The Daily Enquirer has again substantially increased its advantage over the other Cincinnati dailies in CITY ZONE circulation . . . and has reached a total circulation of over 200,000.

City Zone	quirer 19,985	133,427	132,304
Irading Lone	11,712	21,511 4,575	26,005 8,951
TOTAL2	00,412	159,513	167,260

2 The Daily Enquirer's circulation has increased without the use of consumer contests or other artificial stimuli. It's because of a constantly improving product.

(Write for special Surveys' most recent study, "Cincinnati Newspaper Profiles.")

In 1954, the Cincinnati Daily Enquirer carried 1,245,552 more lines of advertising than in 1953. The Times-Star carried 1,076,009 less lines than in 1953.

The Post carried 974,227 less lines than in 1953.

(Media Records Full year, 1954.)

*The Daily Enquirer now carries more RETAIL DISPLAY LINAGE . . . than the other Cincinnati dailies.

 Daily
 Times

 Enquirer
 Star
 Post

 3,909,357
 3,687,388
 3,477,348

*The Daily Enquirer leads by more than 90,000 in GENERAL DISPLAY LINAGE.. over other Cincinnati dailies.

Daily Times-Enquirer Star Post 1,358,766 1,259,497 1,189,522

*The Daily Enquirer is first in TOTAL DISPLAY LINAGE . . . among all Cincinnati daily newspapers.

Daily Times-Enquirer Star Post 5,850,475 5,551,912 5,226,678

*The Daily Enquirer is ahead by more than 1,000,000 lines in TOTAL ADVER-TISING LINAGE . . . over other Cincinnati dailies.

> Daily Times-Enquirer Star Post -9,392,956 7,449,928 7,712,826

The Daily Enquirer continues to offer advertisers the lowest milline rate of any Cincinnati daily newspaper.

GOOD REASONS FOR MAKING THE ENQUIRER YOUR BASIC DAILY BUY IN CINCINNATI, AREN'T THEY?

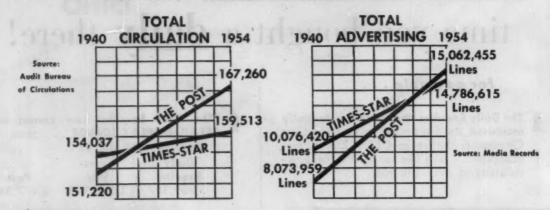
(No question about your Sunday buy. As always, it's the Sunday Enquirer with its blanket coverage of the Cincinnati area.)

Solid Cincinnati reads The Cincinnati Enquirer

Represented by Moloney, Regan & Schmitt, Inc.

The Post's Progress tells the story!

A COMPARISON OF CINCINNATI'S EVENING NEWSPAPERS



Cincinnati's Largest
Evening Newspaper



The Cincinnati Post

ROBERT K. CHANDLER, Manager, General Advertising

GENERAL ADVERTISING DEPT., SCRIPPS-HOWARD NEWSPAPERS

- (Cont	inue	1)											sive estim	Rimates by SALES MANAGEMENT. SALES AND ADVENTIS- ING CONTROLS GROUPS			
	0	EC	TIMATI	ES							•			-1954		76	ADVER	RTIS-
TIES solitan Goun- Coun- Coun-			Runing	Qual-														
	(thou- sands)	U.S.A.	ties (thou- sands)	Population (thou- sands)	Dollars (add 000)	U.S.A.	Gap-	Fam- ity	(add 000)	U.S.A.	Sales Per Fam- ity	Food	General Mdes.	Furn House- Radio	Auto- mative	Drug	Power Index	ity in- dex
	Metro-	Metro- politan Area Total (thou-	Motro- politan Area Total (thou- of	Motor- politan Area Total (thou- panis) U.S.A. (thou-	Metrosolitan Area Total (thousands) U.S.A. Familian lite and in the lite and its and i	Motro- spoiltan Area Total (thou- sands) We fami- lice lice lice sands Net Chou- sands Net Cadd Outline Sands Net Cadd Outline Sands Net Codd Outline Sands Outline Sands Outline Sands Outline Sands Outline Sands Ou	Motro- spoiltan Area Total (thou- pands) Total (u.S.A. (thou- pands) To	POPULATION ESTIMATES Metrosolitan Area Total (those of sands) U.S.A. (those sands) Total (those of sands) U.S.A. (those sands) Total (those sands) U.S.A. (those sands) Total (those sands) U.S.A. (those sands) Total (those sands) U.S.A. (those sands) U.S.A. (those sands)	Metro-solitan Area Total (thou-sands) U.S.A. (POPULATION ESTIMATES Metro- politara	Motro- politan Area Total (thou- pands) U.S.A. (thou- pands) Total	Motro-solitan Area (thou-sands) U.S.A. (thou-s	Motro-solitan Area (thou-sands) U.S.A. (thou-s	POPULATION STATIMATES Metropolitan Area Total (thou-pands) U.S.A. (Thou-pands) U.S.A	POPULATION ESTIMATES Meters solitan Area (thou- aands) U.S.A. (thou- aa	POPULATION ESTIMATES SIMPLES TORE GROUPS (Introduction desired in the propulation and it) Total (Thou- (Thou- (Thou- ands) U.S.A. (Thou- ands) (Tho	POPULATION ESTIMATES Solitan Politan Solitan Area Total (thou- ands) Of ands) Total (thou- ands) Tota	POPULATION ESTIMATES DIVING STIMATES—1984 POPULATION ESTIMATES INCOME STIMATES—1984 PARTIL SALES ADVER INCOME STIMATES—1984 ESTIMATES—1984 ESTIMATES—1984 ESTIMATES—1984 ESTIMATES—1984 ESTIMATES—1984 COUNTY Total (flow- (flow

GITTES	PAT SEL	Total	%	Fami-	ized	Not	% of	Per	Per	Dollars	%	ty	У			400 000/			Qual
		(thou- sands)	u.s.a.	ties (thou- sands)	Population (thou-sands)	Dollars (add 000)	U.S.A.	Gap-	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ity	Food	General Mdes.	Furn House- Radio	Auto- mative	Drug	Power	ity in- dex
Hamilton	29	775.3	.4770	248.7	728.8	1,433,416	.5708	1,849	5,810	990,713	.8626	4,016	248,096	137,555	48,837	174,519	28,926	.5556	118
▲Cincinnati	1000	520.9	.3204	169.4	252.50	981,406	.3908	1,884	5,793	803,264	.4724		188,713	132,693	42,185	138,834	22,843	.4012	125
Norwood		36.3	.0223	12.1	1	70,012	.0279	1,939	5,786	48,149	.0284	- 1	13,644	1,064	2,390	12,217	1,710	0269	121
Reading		8.8	.0064	2.5		14,919	.0069	1,695	5,968	17,915	.0106		5,561	280	533	3,638	788	.0072	133
Lockland		6.0	.0037	1.7		11,819	.0047	1,970	6,952	13,555	.0080		2,563	104	258	4,157	410	.0055	149
Hancock		47.0	.0299	15.3	28.1	73,767	.0294	1,570	4,821	54,275	.0319	3,547	11,797	2,342	3,069	11,733	1,141	.0300	
Findlay 1 Fostoria		25.7	.0158	7.9	1	45,427	.0181	1,768	5,750	42,468	.0250		9,140	2,173	2,604	9,975	1,085	.0197	125
Hardin	100	30.1	.0185	9.1	13.0	37,280	.0148	1,230	4,097	25,294	.0140	2,780	8,019	832	1,279	4,943	628	.0156	84
Kenton		9.0	.0055	2.9	-	12,296	.0049	1,366	4,240	14,906	.0088		2,798	590	927	3,062	400	.0062	113
Harrison	100	19.3	.0119	5.8	8.1	24,471	.0008	1,260	4,219	14,389	.0065	2,481	5,019	708	338	2,581	186	.0008	82
Henry		22.9	.0140	7.0	5.6	31,145	.0124	1,360	4,449	25,201	.0148	3,600	5,148	1,139	1,029	4,373	492	.0135	96
Napoleon	-	5.6	.0034	1.8		9,553	.0038	1,706	5,307	13,149	.0077	100	2,328	790	544	1,680	134	.0049	144
Highland	100	30.0	.0186	9.4	10.8	32,358	.0129	1,079	3,442	29,529	.0174	3,141	7,207	877	785	3,376	483	.0153	
Hillsboro	27917	5.3	.0033	1.7		7,317	.0029	1,381	4,304	13,218	.0078		2,897	400	288	1,929	160	.0045	
Hecking		19.6	.0121	5.6	6.0	21,158	.0064	1,079	3,778	15,969	.0004	2,852	4,307	1,148	822	3,435	357	.0095	
Logan	1112	6.0	.0037	3.2		8,604	.0034	1,434	3,911	13,124	.0077		2,844	1,090	498	2,713	295	.0048	
Halmes	100	19.9	.0122	8.1		20,140	.0080	1,012	3,800	11,930	.0070	2,251	2,102	893	435	1,437	227	.0085	
Huron		42.4	.0261	12.7	20.2	62,005	.0250	1,471	4,937	48,804	.0287	3,843	13,004	2,828	2,184	9,897	2,239	.0263	
Norwalk		10.7	.0066	3.8	5	18,352	.0073	1,718	5,243	19,366	.0114		4,290	1,113	769	4,568	756	.0084	
Jackson		29.8	.0183	8.4	13.3	30,787	.0122	1,03	3,885	28,041	.0165	3,338	7,248	1,568	1,981	5,513	528	.0148	1
Jackson		6.7	.0041	2.2		8,550	.0034	1,276	3,886	15,746	.0093		3,485	395	1,153	3,288	188	.0053	
Jefferson	158	98.3	.0008	28.0	49.2	163,922	.0651	1,000	5,884	94,184	.0554	3,364	26,896	7,954	4,975	18,174	2,295	.0613	
ASteubenville.		36.3	.0223	10.0	3	71,962	.0287	1,98	6,791	64,408	.0379		16,818	4,732	8,932	14,662		.0302	
Knex		37.6	.0231	11.4	12.0	55,650	.0222	1,480	4,882	42,278	.0246	3,709	10,024	3,912	1,499	8,364	881	.0232	100
Mount Vernon.		12.0	.0079	4.1	1	23,795	.0001	1,84	5,534	28,995	.0171		6,014	3,752	1,038	6,813	748	.0115	
Lake	30	86.6	.0548	28.	81.0	165,551	.0856	1,88	6,319	100,105	.0589	3,821	28,814	8,024	2,761	19,053		.0615	
Painceville		15.8	.0097	4.1	7	31,859	.0127	2,01	6,778	45,044	.0271		11,917	6,843	1,349	11,864		.0164	
Lawrence	65	81.7	.6318	14.	21.8	80,523	.0241	1,17	1 4,174	36,414	.0214	2,511	10,307	2,906	1,663	6,342	200	.0246	-
Ironton		16.8	.0103	5.	1	24,688	.0098	1,47	0 4,841	27,493	.0162		6,751	1,883	1,662	5,181	496	.0118	115

¹ Fosteria is in Hancock, Seneca and Wood Counties.

A and A See end of state for SM Metropolitan County Areas.

576

Before using these figures, see explanation page I



CINCINNATI'S STRONGEST SELLING FORCE

Official Media Records reports for the year 1954 show the Times-Star chalked up its 47th year of leadership in daily Retail, General, Automotive, Department Store and Total Display advertising.

For maximum sales results in the rich, important Cincinnati market, you need the Cincinnati Times-Star . . . strongest selling force and largest evening paper in Ohio's second largest market!



CINCINNATI TIMES-STAR

MATIONAL REPRESENTATIVES: O'MARA & ORMSBEE, INC., NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCA

YOUR STAKE IN THIS \$294,000,000 MARKET

Elyria, Ohio, is located in one of the nation's most prosperous and stabilized industrial areas. 161 big industries regularly employ the best skilled labor... and pay for it at the rate of \$6197 per family—\$338 above the state average, \$923 above the nation.

The rich farming areas...with \$17,000,000 income ... also contribute to our prosperity, so that the Elyria-Lorain metropolitan county area is one of the best sales spots in the nation.

The Elyria-Lorain metropolitan county area ranks

120th in population, but 39th in per family income among all areas.

Advertisers have long recognized the coverage and sales power of the Chronicle-Telegram . . . using 13,207,789 lines in 1954—1,142,393 more lines than appeared in the next newspaper in this county.

"The family newspaper" is a nickname for the Chronicle-Telegram, delivered door-to-door throughout this rich sales area. It not only dominates the area, but serves the advertiser best by making his product part of the family's interest, and that's where sales are made.

CHRONICLE—TELEGRAM

"The Family Newspaper"
ELYRIA, OHIO

Circulation 19.415

Represented by The Julius Mathews Special Agency, Inc.

	Metro	0	POPUL/	ATION STIMATI	EB	ATTEN I	TIVE B	E				•	777	ETAIL SALES ESTIMATES1854 FIVE STORE GROUPS		SALES ADVER ING CONTR	TIS-		
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Net	%	Per	Per	Deliara	%	Ceun-	(ir	FIVE ST				Buying	Oual-
		(thou- sends)	U.S.A.	(thou- sands)	Popu- lation (thou- sands)	Dellare (/dd 000)	U.S.A.	Gap- ita	Fam-	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Milse.	Furn House- Radio	Auto- motive	Drug	Power	ity In- dex
Licking △Newark	210	75.3 36.3		23.4 11.8	39.9	116,977 80,884		1,540	4,956 5,072	79,127 57,777	.0340	3,381	19,000 14,560	4,736 4,106	3,185 2,780	13,007 11,290	1,648 1,193	.0464	
			-			** ***						-						0400	

Bellefontaine 0091 82 47.8 118.5 .1174 1.797 6.197 183,542 32,375 .1113 110 184.1 .1079 51,834 13.002 9,432 81,263 .0477 12,368 15.2 106,100 .0423 1,947 6,981 24,434 5,903 4,326 .0422 126 2,329 62,921 134 423.4 129.1 354.0 551,358 .3243 4,271 133,956 72,670 117,440 16,426 400,188 114.013 72,015 106.371 15.624

LORAIN COUNTY

and A See end of state for SM Metropolitan County Areas

OHIO - (Continued)

OHIO

9th In Ohio Population
9th In Net Income
9th In Retail Sales

TO SELL THIS RICH, COMPACT, CITY AND COUNTY MARKET USE THE MEDIUM ALL THE RETAILERS USE

THE LORAIN JOURNAL

Established 1879

100% LORAIN OHIO COVERAGE — PLUS

ALL IMPORTANT COMMUNITIES COMPRISING THE LORAIN AREA

Write For Complete Market Brochure - Represented by Shannon and Associates

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

all newspapers in Ohio's 7 major markets, with a gain of 243,666 lines over 1953. Total daily and Sunday lineage was In total grocery lineage in 1954, The Blade led

market, and the lively, enthusiastic local marketing support desire of Blade families, the exceptional Blade coverage of its The reasons, of course, may be found in the buying ability and The Blade provides its advertisers.

TOLEDO BLADE Daily and Sunday Represented by Moloney, Regan and Schmitt, Inc.

TOLEDO TIMES Morning

MAJOR MARKET COVERAGE RATINGS

You get them all when you buy Youngstown, Ohio and WKBN-TV and/or WKBN Radio. Both powerful stations serve the same five-county primary coverage area day and night.

MAJOR MARKET

32nd U. S. Metropolitan Area

 Population
 775,700

 Families
 222,500

 Retail Sales
 \$814,575,000

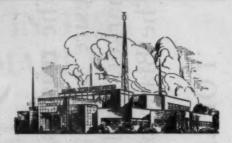
 E.B.I.
 \$1,333,337,000

COVERAGE

Area Within Grade A & B Contour Lines: Mohoning, Trumbull, Columbiane Counties, Ohio; Lawrence and Mercer Counties, Pe. UHF TV Sets in use: Nearly 155,000
Potential Viewers: 325,000
Sources: ARB, Hooperatings Fall, 1954
Retail Research Institute, Nov. 1954

RATINGS

TV Hooperatings Oct. 1954: WKBN-TV 18 of first 26 programs WKBN-17 to First to programs
American Research Bureau Nov. 1954:
WKBN-TV 17 of first 25 programs
C. E. Hooper Dec.-Jan. 54-55:
WKBN Radio leads Morning, Afternoon and Evening.
(Complete data available on request)



CHANNEL

Now 178,000 watts-CBS-ABC-DuMont

570 kc-5,000 watts-CBS

YOUNGSTOWN, OHIO

Represented Nationally by Paul H. Raymer Company

0	H	10	_	(Continued)

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					original,	
	marie .	artimost	as hu Cl	AI ER	MANACE	MENT

COUNTIES PE	Metro-		POPUL/ ES 1/	ATION STIMATI	ES	A COURT	TIVE B	E				0	777	L SALES	-1954			SALES ADVER INC CONTR	ITIS-
COUNTIES	politan Area	Total	or .	Fami-	Urban-	Net	01	Por	Per	Deliara	by.	Coun-	(lir	FIVE ST	ORE GRO	OUPS —add 900)		Buying	Oual
		(thou- eands)	u.s.A.	lies (thou- sands)	Popu- lation (thou- sands)	Dollars (add 000)	of U.S.A.	Cap-	Fam-	(askd 900)	u.s.a.	Sales Per Fam- ily	Food	General Meleo.	Furn House- Radio	Auto- mative	Drug	Power	ity In- dex
Madison		23.5		6.3		29,432			4,703	34,756	.0204		6,306	1,124	1,349	7,320	703	.0149	
London		5.5		1.0		8,007			5,004	174642	.0104		2,601	478	450	4,791	374	.0054	
Mahoning	100	273.8			230.3	511,361			6,650	313,000	.1841	4,078	83,316	40,478	15,121	50,390	6,884	.1907	
2 Youngstown		172.7		48.0		330,137	.1315	1,012	6,878	264,414	.1556		68,411	39,253	13,096	51,677	5,919	.1337	
Campbell		13.2		8.4		23,607	.0000	1,713	6,640	0,044	.0035		2,575	00	237		102	.0072	1
Marion		54.6	.0336	16.9	37.8	84,154	.0335	1,841	4,900	63,633	.6375	3,765	15,070	5,883	3,126	12,498	1,622	.0347	103
Marion	-	85.7	.0220	11.1		58,004	.0231	1,625	5,228	51,382	.0302		12,246	5,148	3,794	11,575	1,555	.0250	114
Medina		44.4	.0273	13.4	14.6	70,802	.0282	1,897	5,290	49,706	,0292	3,709	11,048	1,088	1,894	8,483	1,152	.0263	164
Medina		5.5	.0034	1.7		10,156	.0040	1,847	5,974	20,524	.0131		3,328	280	574	4,711	592	.0063	185
Meigs		23.6	.0145	7.0	7.4	24,277	.0097	1,029	3,468	17,818	.0105	2,545	4,121	1,592	475	3,884	429	.0109	75
Mercer		30.5	.0188	8.6	6.2	42,478	.0189	1,393	4,939	33,921	.0199	3,944	5,712	1,137	1,222	7,331	420	.0182	87
Celina		6.2	.0038	1.8	3	11,760	.0047	1,897	6,533	16,257	.0006		2,702	682	826	4,958	265	.0060	158
Mlaml		85.9	.0400	20.6	34.3	106,106	.0430	1,840	5,248	75,818	.0466	3,660	19,234	8,255	3,378	17,183	2,008	.0430	106
Piqua		18.2	.0112	6.1		32,172	.0128	1,768	5,274	29,120	.0171		6.763	3,574	1,658	7,611	935	.0138	123
Troy		11.3	.0000	8.6		23,670	.0094	2,114	6,578	22,343	.0132		4,923	2,059	926	3,952	725	.0100	145

2 Youngstown is in Mahoning and Trumbull Counties.

A and A See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11 O SM, 1955.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



Youngstown is strategically located close to a population of over 2,500,000 in twenty-one counties of Ohio, Pennsylvania, and West Virginia. It is only two hours away to the most distant county, with numerous first-class highways providing quick delivery from warehouse to retailers. Youngstown is in the heart of one of the nation's largest single marketing areas . . midpoint of the 900 miles between New York and Chicago. Served by four main railroads with extensive truck and airline facilities, Youngstown is a natural distribution center with two interchanges for convenient access to the OHIO and PENNSYLVANIA Turnpikes. Because of the ease, speed, and economy of shipments, numerous national manufacturers maintain branch sales and warehouse facilities in Youngstown to service this convenient and profitable twenty-one-county market.

The Greater Youngstown Area Foundation, 125 West Commerce St. in Youngstown, Ohio will be pleased to discuss locations and building plans with anyone interested in locating here—in strict confidence, of course.

Youngstown Vindicator

Kelly-Smith Co., National Representative

Youngstown Bindicator

Houngstown Vindicator and Reds Bomb Tachens: Invasion Next

Your Advertising Reaches

OHIO'S HIGHEST PAID WORKERS in the DAYTON, OHIO, MARKET!

When an area leads all other Ohio metropolitan cities in average weekly industrial earnings for eight consecutive years, it's no wonder advertisers find it a potent sales producer.

And that's exactly what's happened in the rich Dayton, Ohio-Miami Valley area. For eight years, average weekly earnings have led all Ohio cities. Here are the average weekly industrial earnings for 1954:

Dayton, Ohio, \$84.05:

Cleveland, \$81.47; Toledo, \$78.85; Youngstown, \$77.14; Canton, \$75.33; Akron, \$71.92; Cincinnati, \$71.09; Columbus, \$66.69.

Only the Dayton newspapers cover the rich one billion dollar nine-county sales area of the Miami Valley. And 75% of the area's annual sales are made to families who read the Dayton newspapers.

For MORE SALES and GREATER ADVERTISING RESULTS, be sure to get full details on the DAYTON, OHIO-MIAMI VALLEY AREA.

THE DAYTON DAILY NEWS-JOURNAL HERALD

Represented nationally by SAWYER-FERGUSON-WALKER COMPANY

OHIO - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

POPULATION ESTIMATES 1/1/85			ES	SOTA !	TIVE BI					0	777	L SALES	1954			SALES ADVER ING CONTR	TIS-		
COUNTIES	pelitan Area	Total	97	Fami-	Urban-	Net	%	Per	Per	Dellare	%	Cour-	(ir		ORE GRO			Buying	Oual-
		(thou- sands)	of U.S.A.	(thou- sands)	Pepu- lation (thou- sands)	Dellars (add 600)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Por Fam- lly	Food	General Mdes.	Furn House- Radio	Auto- metive	Drug	Power Index	Qual- ity In- dex
Menroe Mentgomery ADayton	37	15.4 443.0 270.6	.2725	4.5 131.4 81.4	379.3	13,367 877,064 565,635		1,980	2,970 6,675 6,940	7,341 535,189 449,141		1,631 4,073	1,413 131,212 101,245	996 75,403 74,163	295 25,518 22,457	2.4	76 19,329 16,768	.0080 .3235 .2251	119
Morgan	233	13.1 18.1 78.5 42.1	.0081 .0111 .0483	5.2	43.4	13,044 20,116 112,938 67,402	.0450	1,111 1,439	3,181 3,868 4,745 5,145	9,285 12,570 71,429 59,214	.0074	2,286 2,417 3,001	1,856 2,766 15,154 13,126	448 227 5,733 4,835	190 220 4,579 3,958	1,719 2,043 14,909 12,782	167 161 2,063 1,884	.9089 .0084 .0448 .0290	76 93
Nebie		11.7		2.5		11,478			3,279	7,986		2,282	1,310	1,020	227	1,388	90	.0061	1

A and A See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

DAYTON, OHIO

Birthplace of aviation, home of Wright-Patterson Air Force Base, headquarters of all air force procurement and supply.

More than 700 industries — large and small — are successful and expanding their operations in the Dayton area.

We suggest you investigate the reasons behind this great growth.

Write:
DAYTON CHAMBER of COMMERCE
Rithmore Hotel

Biltmore Hotel
Harry R. Hall, executive vice president

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DIXIE MARGARINE RUNS 42 LINES THREE TIMES EVERY MONTH . . . 1720 LINES YEARLY

Portsmouth (Ohio) Times Sells Local Grocers 3094 Lines of Tie-In Space!!

Yes, national advertisers get "above average" merchandising cooperation when they use the powerful advertising columns of The Portsmouth Times. This is a typical demonstration proving that it isn't always large space that "pays off", but even small, but frequent, advertisers succeed in this market. The Times is the only medium which blankets this entire atomic energy market.

THE PORTSMOUTH (Ohio) TIMES

for 103 years a dependable institution

A Brush-Moore Newspaper, represented by
The John W. Cullen Co.
Affiliated with Radio Station WPAY-WPAY (FM) CBS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MORE SWITCHING

OHIO - (Continued)

	Metro-	a		TION TIMATE	ES	Malla.	TIVE BI					•	772	SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urhan- ized	Net	%	Per	Per	Dellars	%	Coun-	(ir	FIVE ST	ORE GRO			Buying	Qual
		("hou- sands)	U.S.A.	(thou- sands)	Population (theusands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ity	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn,- House- Radio	Auto- motive	Drug	Power	in- dex
Ottawa Paulding		32.0 15.4	.0197	9.6		56,062 18,060		1,782		34,838 11,150	,0205 .0066		9,122 2,867	1,337 303	1,773 743	7,313 2,556	549 204	.0213	
Perry		29.3	.0180	8.5	7.4	31,807	.0127	1,089	3,753	18,592	.0109	2.187	5,984	938	633	3,678	344	.0133	74
Pickaway		30.6	.0188	7.8	9.1	34,795	.0139	1,137	4,481	30,843	.0182	3,954	6,593	1,244	1,030	4,447	501	.0161	86
Circleville		9.1	.0056	2.8		12,878	.0051	1,415	4,599	18,960	.0112	1	4,159	1,050	672	4,038	264	.0070	125
Pike		22.8	.0140	6.2	****	17,611	.0070	772	2,840	22,664	.0133	3,655	5,372	2,706	684	4,160	134	.0103	74
Portage		70.7	.0435	10.7	31.0	111,347	.0443	1,578	5,852	75,100	.0442	3,816	20,402	2,405	2,932	18,071	1,855	.0441	10
Ravenna-Kent.		23.2	.0143	6.2		44,879	.0177	1,900	7,148	48,958	.0276		18,913	1,766	1,941	10,858	1,498	.0000	14
Ravenna		10.6	.0065	3.2		18,258	.0073	1,722	5,706	25,106	.0147		7,723	999	700	4,503	472	.0094	14
Kent		12.6	.0078	3.0		26,021	.0104	2,065	8,674	21,852	.0129		6,190	767	1,241	5,755	1,028	.0106	13
Preble		29.5	.0182	8.6	4.7	40,577	.0162	1,375	4,718	21,694	.0128	2.523	4,991	714	808	4,225	392	.0156	8
Pwtnam		26.7	.0164	7.8	3.2	34,020	.0135	1,274	4,538	23,707	.0130	3,161	4,446	1,073	1,415	4,404	320	.0142	87
Richtand		100.2	.0616	29.7	65.3	182,000	.0729	1,823	6,150	115,190	.0677	3,878	24,800	14,411	6,355	21,507	2,551	.0690	113
△Mansfield		47.1	.0290			101,437	.0404	2,154	6,762	84,452	.0497		17,862	13,703	4,738	13,145	2,029	.0409	14
Shelby		8.7				17,030	.0068	1,957	6,082	15,504	.0091		4,308	249	861	3,233	347	.0072	
Rass		58.3			26.5	72,431			4,471	59,806	.0351	3,992	15,651	3,566	2,633	13,360		.0322	
Chillicothe	-	26.5				41,827			4,979	48,058	.0283		11,879	3,182	2,386	11,385	1,477	.0201	
Sandusky		48.0			25.0	75,381			4,800	54,904	.0323	3,497	11,841	7,625	3,427	9,600	1,033	.0305	
Fremont		17.8	.0106	5.0	5	30,341	.0121	1,734	5,418	33,629	.0198		6,945	6,891	2,563	5,863	639	.0142	13
Scioto	217	98.8	1			122,209	- co-one		4,243	94,062			24,583	11,002		18,107		.0531	1 -
△Portsmouth.		43.1				64,246			4,794	76,918			16,469	10,296	5,190	16,131	2,196	.0317	
Seneca		56.7			-	84,030			5,032	57,216	.0337	1	12,624	4,512	2,705	10,325		.0338	
Tiffin		20.0				32,900			5,393	25,854	19188		6,369	2,700	1,551	5,772	632	.0138	
1Fostoria		14.9	10000			24,630	1		5,354	19,750	.0116		4,178	1,596	891	3,745		.0102	
Shelby		30.7				38,814			4,411	28,275	.0160		7,557	2,119	1,268	6,042		.0165	1 -
Sidney	.1	12.4	.0076	3.1	9	18,386	.0073	1,483	4,715	18,373	.0106		4,806	1,896	964	4,213	492	.0064	11

A and A See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11 © SM, 1955.



Along With Ohio's Metropolitan "Musts"

BUY BRUSH-MOORE

In the cities they serve, Brush-Moore Newspapers hold a position as "part of the family" because of the extensive local coverage they provide. Advertisers in Brush-Moore Newspapers enjoy this same respect, attention and confidence. Results prove it!

6 "ONE-NEWSPAPER" Markets with a BILLION DOLLARS plus in retail sales!

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THE CANTON REPOSITORY
 THE STEUBENVILLE
HERALD-STAR

represented nationally by STORY, BROOKS & FINLEY

• THE EAST LIVERPOOL REVIEW
• THE PORTSMOUTH TIMES

represented nationally by
JOHN W. CULLEN COMPANY

OH	10	- (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-	0	POPULA ES 1/1	TION TIMAT	ES	6077A	TIVE B					0	277	L SALES	-1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami	Urban- ized	Not	0%	Per	Per	Dollars	%	Ceun-	(lir		TORE GRO			Buving	Oun
		(thou- sands)	U.S.A.	thou- sands)	Population (thou- sands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Stark	22	307.6	1882	90.3	222.4	524,368	.2088	1,705	5,807	333,731	.1963	3,696	84,523	33,718	20,778	89,092	7,913	.2011	106
ACanton	-	120.3	.0740	36.8		216,531			5,884	185,414	.1090	-	45,357	22,335	13,063	27,497	4,664	.0906	
Massilon		33.5		10.0		57,451			5,745	49,673	.0292		13,727	4,876	2,406	9,693	949	.0243	
Allianco		28.0	1000000	8.4		51,350			6,114	42,050	.0248		9,734	4,990	3,641	8,742	1.020	7.0211	-
Summit	1	446.1	.2744		309.4	829,353		1,859		522,612	.3073	3,906	137,926	77,702	22,300	109,304	14,167	.3122	
Akron	1	289.7	.1782	87.9		554,167			6,306	407,238	.2395		105,040	68,583	17.727	86,191	11,199	.2178	
Barberton		29.9		8.6	à.	53,809			6.257	41,400	.0243		11,342	5.572	1.778	8,105	1,249	.0217	118
Cuyahoga Falls		34.9	44000	10.5		72,169			6,873	35,171	.0207		12,121	1,639	1,430	9,711	913	.0249	
Trumbull	188	172.8			189.0	294,375	.1172			167,031	.0083	3,368	47,862	13.072	7.735	31,202	3,843	,1093	1
Warren	100	53.6		15.9		101,723			6,398	94,666	.0557		25,644	11,428	4.968	17,743	2,370	.0436	
Niles		17.5		4.9		32,726			6,679	20,256	.0119	11	6,447	843	911	4,005	473	.0122	
Girard		10.5		2.8		18,263			6,523	11,267	.0066		3.988	341	506	2,184	265	.0069	106
2▲Youngstown		1			100			W.	1100						1749				
Tuecarawas New Philadal-		73.0	.0184	22.6	41.0	103,395	.0412	1,309	4,575	72,560	.0426	3,211	18,900	6,611	3,823	15,314	1,861	.0425	94
phis		13.4	.0082	4.3		20,923	.0083	1,561	4,866	21,681	.0128		6,055	2,345	1,381	3,871	654	.0096	117
Dover		10.2	.0063	3.2		16,335	.0065	1,601	5,105	18,874	.0111		4,549	1,414	862	6,180	387	.0078	124
Union		21.6	.0133	6.8	4.5	27,196	.0106	1,250	4,184	18,686	.0110	2,875	3,566	528	531	3,423	362	.0113	85
Van Wert		28.4	.0178	9.0	14.0	44,330	.0177	1,561	4,926	28,197	.0106	3,133	6,491	1,683	1,190	5,082	490	.0174	99
Van Wert		10.9	.0067	3.6		19,214	.0077	1,763	5,337	19,956	.0117		4,232	1,310	1,005	3,879	332	.0087	130
Vinten		11.0	.0068	2.8		8,432	.0034		3,011	4,235	.0025	1,513	1,718	53	130	416	69	.0038	
Warren		42.9	.0263	12.2	11.3	60,207	.0239	1,403	4,936	42,642	.0251	3,485	10,586	1,272	1,767	6,785	933	.0247	94
Lebanon	0.4	5.0	.0031	1.8		8,806	.0035	1,761	5,871	17,733	.0104	1	2,712	231	509	4,302	362	.0055	177
Washington		46.1	.0284	14.1	10.4	53,616	.0214	1,163	3,776	37,191	.0210	2,619	8,900	3,205	2,115	6,262	758	.0230	81
Marietta		16.4	.0101	5.1		24,788	.0099	1,511	4,767	28,261	.0166		6,537	2,455	1,942	5,776	677	.0120	119
Wayne		63.3	.0389	17.1	25.1	92,344			5,188	75,308			15,173	6,160	2,457	13,194	1,625	.0394	
Wooster		14.7	.0090	4.5		28,814			6,403	37,349	.0220	1	6,040	3,436	1,226	7,382	965	.0142	-
Williams		27.7		8.6	11.0	39,787			4,521	32,194			7,474	1,551	1,394	5,755	654	.0178	1
Wood		63.6			28.0	100,579			5,496	57,877			16,040	4,757	1,835	13,616		.0381	
Bowling Green. 1Fostoria	100	12.3	.0076	2.6		22,739	.0091	1,849	8,746	21,072	.0124		4,913	3,107	565	4,403	517	.0098	129

¹ Fostoria is in Hancock, Seneca and Wood Counties.

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A and A See end of state for SM Metropolitan County Areas.

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AKRON BEACON JOURNAL

EVENING AND SUNDAY
JOHN S. KNIGHT, Publisher
STORY, BROOKS & FINLEY, Representatives

	Matro		POPULA ES 1/1	TIMATE	8	Marth I	TIVE B					•	2///	SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Net	%	Per	Per	Deliara	95	Coun-	(In	FIVE \$1	ORE GRO			Buying	Oua
		(thou- sands)	U.S.A.	lies (thou- sands)	Pepulation (thou-sands)	Dollars (add 000)	U.S.A.		Fam- liy	(add 000)	0.5.A.	Sains Par Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dea
Wyandet		21.1	.0130	8.3	8.3	28,636	.0114	1,357	4,545	18,273	.0107	2,900	4,039	567	879	3,651	390	.0115	88
Total Above Cities		5,020.7	3.0882	1,527.5		9,884,043	3.9363	1,969	6,471	7,629,602	4.4900		1,877,699	999,705	408,678	1,453,332	225,429	3.9330	127
	_		-		-		-	-	-				-						-
State Total		8,855.0				14,901,914			5,850	9,705,885	5.7000	3,783	2,446,354	1,080,438	474,376	1,816,474	287,030	5.7497	100
OH10-	- O	W N	letro	polit	an (County	Are	eas											
OHIO-	1	W N	letro .2744	polit	an (County 829,383	.3302	eas 1,880	6,198	822,612	.3073	3,908	137,928	77,702	22,390	199,304	14,167	.3122	114
OHIO-	1 22 29	W N	letro	polit 133.8 90.3	an (829,383 524,389	.3302 .2088	eas	6,198 5,807		.3073						14,167 7,913	.3122	114
OHIO - Akron	1 22 29	448.1 307.8 968.6	.2744 .1892 .5000	polit 133.8 90.3 307.0	389.4 222.4 896.0	829,383 524,369 1,740,519	.3302 .2988 .6930	1,888 1,705 1,797	6,198 5,807 5,809	822,612 333,731 1,147 905	.3073 .1963 .6749	3,906 3,006 3,739	137,926 84,523 303,987	77,702 83,718 147,820	22,390 20,778 55,711	199,304 59,002 196,234	14,167 7,913 35,175	.3122 .2011 .0081	114 100 112
OH10-	1 22 29	446.1 307.8	.2744 .1892 .5000	polit 133.8 90.3 307.0 473.7	389,4 222,4 896.0	829,383 524,389	.3302 .2088 .6930	1,880 1,705 1,797 2,112	6,198 5,807 5,809 7,013	522,612 333,731 1,147 905 2,907,787	.3073 .1963 .6749	3,908 3,996 3,739 4,230	137,926 94,523 383,987 543,803	77,702 33,718 147,820 274,076	22,390 20,778 -55,711 99,748	100,304 59,002 190,234 381,873	14,167 7,913 35,175 68,452	.3122 .2011 .6081	114 100 112
OHIO – Akren	1 22 29 38	446.1 307.8 . 000.6 1,572.5	.2744 .1892 .5000 .9673 .3391	polit 133.8 90.3 307.0 473.7 163.7	389,4 222,4 896.0	829,383 524,309 1,740,519 3,321,896 1,094,718	.3302 .2008 .0030 1.3227 .4359	1,888 1,705 1,797	6,198 5,807 5,809 7,013 6,687	822,612 333,731 1,147 905	.3073 .1963 .6749	3,906 3,006 3,739	137,926 84,523 303,987	77,702 83,718 147,820	22,390 20,778 55,711	199,304 59,002 196,234	14,167 7,913 35,175 68,452 21,118	.3122 .2011 .0081	114 106 112 125 118
OHIO - Akron	1 22 29 38 38	446.1 307.8 908.0 1,572.5 651.3	.2744 .1892 .5000 .9673 .3391	polit 133.8 90.3 307.0 473.7 163.7	389,4 222,4 896,0 1530,4 491,8	829,383 524,309 1,740,519 3,321,886 1,094,718	.3302 .2008 .0030 1.3227 .4359	1,880 1,705 1,797 2,112 1,986	6,198 5,807 5,809 7,013 6,687	822,612 333,731 1,147 905 2,607,787 963,309	.3073 .1963 .6749 1.1808 .3901	3,906 3,006 3,739 4,239 4,052	137,926 84,523 303,957 543,803 146,380	77,702 33,718 147,820 274,076 87,940	22,390 20,778 55,711 99,748 34,187	100,304 59,002 100,234 381,873 122,687	14,167 7,913 35,175 68,452 21,118	.3122 .2011 .0001 1.2000 .4028	114 106 112 125 118
OHIO – Akron. Canton. Cincinnati. Cieveland. Columbus. Dayton.	1 22 29 38 38	446.1 307.8 908.0 1,572.5 651.3	.2744 .1892 .5060 .9673 .3391 .3144	polit 133.8 90.3 307.0 473.7 163.7	389.4 222.4 896.0 1530.4 491.8 418.1	829,383 524,309 1,740,519 3,321,886 1,094,718	.3302 .2988 .6930 1.3227 .4359 .3981	1,880 1,705 1,797 2,112 1,986	6,196 5,807 5,800 7,013 6,687 6,822	822,612 333,731 1,147 905 2,607,787 963,309	.3073 .1963 .6749 1.1808 .3801 .8511	3,906 3,006 3,739 4,239 4,052	137,926 84,523 303,957 543,803 146,380	77,702 33,718 147,820 274,076 87,940	22,390 20,778 55,711 99,748 34,187	100,304 59,002 100,234 381,873 122,687	14,167 7,913 36,175 65,452 21,118 21,383	.3122 .2011 .0001 1.2000 .4028	114 108 112 125 119 117
Akren. Canten. Cincinnati. Cicicinnati. Cicicinnati. Columbus. Dayten. Hamilton- Middletwn	1 22 29 36 33 37 60 76	446.1 307.6 966.6 1,572.5 851.3 511.1	.2744 .1892 .5960 .9673 .3391 .3144	polit 133.8 90.3 307.0 473.7 163.7 181.0	389,4 222,4 996,0 1530,4 491,8 418,1	820,383 524,309 1,740,519 3,321,886 1,084,718 999,947 288,784 157,077	.3302 .2988 .6930 1.3227 .4359 .3981	1,880 1,705 1,707 2,112 1,906 1,956	6,198 5,807 5,809 7,013 6,887 6,822 8,183 5,435	822,612 333,731 1,147 905 2,607,787 663,309 596,822	.3073 .1963 .6749 1.1808 .3901 .8511	3,906 3,906 3,739 4,239 4,052 3,953	137,926 84,523 303,987 543,803 146,380 145,446	77,702 33,718 147,820 274,676 97,940 79,024	22,390 20,778 55,711 99,748 34,187 28,058	199,304 59,002 196,234 381,873 122,687 107,207	14,167 7,913 35,175 65,452 21,118 21,383	.3122 .2011 .6081 1.2080 .4028 .3672	114 108 112 125 119 117
OHIO - Akren	1 22 29 36 33 37	448.1 307.8 968.6 1,572.5 551.3 511.1	.2744 .1892 .5960 .9673 .3391 .3144	133.8 90.3 307.0 473.7 163.7 181.0	389,4 222,4 996,0 1530,4 491,8 418,1	829,383 524,309 1,740,519 3,321,906 1,094,718 999,947	.3302 .2988 .6930 1.3227 .4359 .3981	1,860 1,705 1,705 1,797 2,112 1,966 1,956	6,198 5,807 5,809 7,013 6,887 6,822 8,183 5,435	522,612 333,731 1,147 905 2,607,787 663,309 596,822	.3073 .1963 .6749 1.1808 .3901 .8511	3,906 3,906 3,739 4,239 4,052 3,953	137,926 84,523 303,987 543,803 146,380 145,446	77,702 33,718 147,820 274,076 97,940 78,024	22,390 20,778 55,711 99,748 34,187 28,068	100,304 59,002 196,234 381,873 122,067 107,207	14,167 7,913 35,175 65,452 21,118 21,383	.3122 .2011 .6081 1.2060 .4028 .3672	114 108 112 125 119 117

Sales Management's

1955 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows
at a glance
comparative
Retail Sales Strength
of every county
... 27" x 41"

in 6 colors

1. All Metropolitan County Areas clearly defined.

2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.

3. Differences in retail sales volume indicated by County shadings . . .

Red—for counties with \$100 million or more. Green—for counties with \$50 million to \$100 million. Yellow—for counties with \$25 million to \$50 million. Blue—for counties with \$10 million to \$25 million.

- 4. 1570 cities with retail sales of \$20 million or more.
- 5. City populations indicated-(as of January 1, 1955).
- Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
- 7. Special markings indicate counties whose family sales exceed U. S. family average.

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The Cleveland Press

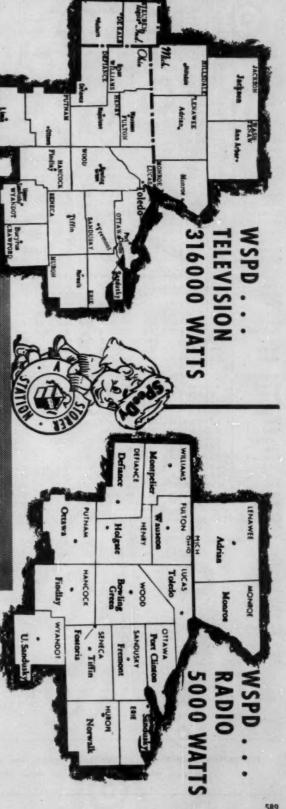
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AREAS	politan Area	Total	07.	Fami-	Urban- ized	Net	- C	Per	Per	Deliare	OL.	Ceun-	(ir	FIVE 31 thousands	ORE GRO			Buying	Qual
		(thou- sands)	U.S.A.	lice (thou- sands)	Population (thousands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Vheeling- Steubenville	149	423.4	-	129.1		806,076 535,522			0,003	851,358 316,142	,3243		133,908	72,670	29,454	117,440 51,582		.2058	-
oungetown	166	582.8		159.0	218.8				6,256	800,746		3,784	102,281	84,452	30,731	114,501		.3739	1
Mansfield Newark	207	100.2	.0616	29.7	65.3		.0728	1,823	6,150 4,966	115,190 70,127		3,878	24,809 19,686	14,411 4,738	8,355 3,185	21,507 13,097	2,551	.0494	112
Portsmouth	217 233	98.8		28.8					4,243 4,745	94,082 71,429		3,266	24,583 16,154	11,002 8,733	5,401 4,579	18,107 14,908	2,374 2,063	.0831	
Total of Areas		6,891.5	4.0547	1,974.9	5539.7	12,413,644	4.9430	1,863	6,286	7,715,925	4.5378	3,907	1,986,717	988,742	302,441	1,400,379	227,503	4.6436	111

OHIO - Income Breakdown of Consumer Spending Units

	Total	in- come			NET IN	COME	GROU	PS, 19	54			Total	in- come		,	NET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumor Units (thous.)	por Con- sumer Unit	\$0-2 % Units	2,499 % In- come	\$2,500 % Units	-3,999 % in- come	\$4,000 % Units	% In- come	\$7,000 % Units	& Over	COUNTIES	Con- sumer Units (thous.)	par Gen- sumer Unit	\$0-2 % Units	2,499 % In- ceme	\$2,500 % Units	-3,999 % In- ceme	\$4,000 % Units	-6,999 % In- come	\$7,000 % Units	%
Adams	7.3	2,663	57.6	30.9	27.6	35.2	12.0	24.5	2.8	9.4	Darke	14.1	3,930	33.0	12.0	29.3	25.3	29.1	40.3	8.6	22.4
Allen	33.7	4,658	27.0	8.3	25.6	18.7	34.8	40.6	12.6	32.4	Greenville	3.5	4,194	31.5	10.7	27.5	22.3	29.8	38.7	11.2	
Lima	20.4	4,720	26.7	8.1	24.6	17.7	35.4	40.8	13.3	33.4	Defiance	9.6	4,422	29.9	9.7	28.9	22.2	30.9	38.0	10.3	
Ashland	12.5	4,376	29.9	9.7	28.1	21.9	31.1	38.6	10.9	29.8	Defiance	4.8	4,863	29.1	8.9	26.5	19.3	32.5	37.9	11.9	33.9
ahland	5.9	4,695	27.5	8.3	26.3	19.1	32.7	37.9	13.5	34.7	1										
iektabula	29.0	4,651	27.8	8.5	24.3	17.7	35.6	41.7	12.8	32.1	Delaware	12.4	3,690	42.5	16.4	25.4	23.4	23.2	34.2	8.9	26.6
ahtabula	0.1	5,178	22.3	6.2	23.8	15.6	37.0	39,8	16.0	38.4	Delaware	6.1	3,490	48.1	19.7	22.1	21.5	21.7	33.9	8.1	24.9
onneaut	4.0	4,678	26.1	8.0	22.5	16.3	39.4	45.9	12.0	29.8	Erie	19.3	4,950	25.0	7.2	23.8	16.3	37.6	41.2	13.6	35.3
thons	17.7	2,951	58.2	26.7	24.9	28.6	15.0	27.8	4.9	16.8	Sandusky	18.9	5,002	30.8	7.1	23.6	18.0	37.9	41.2	13.6	27.8
thens	6.3	2,828	65.3	32.9	14.8	17.8	14.1	27.2	5.8	22.1	Fairfield	9.9	4,295	27.3	10.3	29.2	21.8	30.9	39.1 40.0	9.1	29.6
uglaize	10.8	4,115	29.2	10.1	29.1	24.0	32.7	43.3	9.0	22.6	Fayette	8.3	3,703	38.0		30.7	27.2	25.2	37.1	7.1	
elment	20.6	3,884	34.8	12.9	31.5	27.7	26.2	38.8	7.5	15.4	Washington	0.0	0,700	00.0	14.0	49.1	41.4	20.2	47.1		21.1
farting Ferry	4.5	4,153	31.8	10.9	28.2	23.1	26.5	39.2	9.1	25.5	Court House.	4.7	3,820	36.4	13.6	29.6	26.4	26.2	37.2	7.8	22.8
	7.8	2,861	53.9	27.0	27.2	32.4	30.9	40.5	3.6	11.3	Franklin	203.5	5,379	24.2	6.4	22.6	14.3	34.5	34.9	18.7	
utior	0.000	4,935	29.1	8.4	21.4	14.8			14.6	30.3	Columbus	155.6	5,203	24.6	6.7	28.2	18.2	34.6	36.2	17.6	41.9
amilton	58.5 21.7	5,033	25.9	7.3	23.2	15.7	34.9	38.5	14.6	37.7	Bexley	5.4	8,995	24.1	3.8	12.3	4.7	25.7	15.5	37.9	76.0
fiddletown	12.9	5,083	22.1	5.6	19.5	11.7	36.3	37.4	19.5	45.3	Fulton	8.5	4.228	29.9	10.1	28.0	22.5	30.9	39.8	11.2	27.6
arroll	6.4	3,771	34.1	12.9	31.9	28.8	26.9	38.8	7.1	19.5	Gallia	7.4	2,869	55.6	27.7	26.4	31.2	14.2	26.0	3.8	14.2
		9,221	01.1	14.0	91.0	20.0	20.9	30.0	***	10.0	Gallipolis	2.2	3,161	50.7	22.9	26.8	28.8	17.3	29.6	5.2	18.5
hampalgn	9.6	3,863	35.2	12.9	29.9	26.2	26.5	37.2	8.4	23.7	Geauga	9.6	5,108	28.7	8.0	20.7	13.7	33.8	38.1	16.8	42.2
rbana	3.5	4,078	33.2	11.6	28.7	23.9	28.6	38.2	9.5	26.3	Greene	26.3	4,682	31.1	9.5	21.2	15.4	32.6	37.9	15.1	37.2
lark	42.6	4,896	26.2	7.6	24.6	17.1	35.0	38.9	14.3	38.4	Xenia	5.6	4,451	31.7	10.2	23.0	17.8	33.1	40.4	12.3	31.8
ringfield	31.1	4,877	26.6	7.8	24.5	17.1	34.7	38.7	14.2	36.4	Guernaey	13.2	3,272	44.4	19.3	30.6	31.8	20.2	33.7	4.8	15.2
ermont	14.5	3,811	37.2	13.9	27.1	24.2	27.4	38.2	8.3	22.7	Cambridge	6.0	3,601	38.1	15.1	31.0	29.3	24.5	37.0	6.4	18.6
linton	10.0	3,648	40.8	16.0	28.2	26.3	22.7	33.8	8.3	23.9			10000			100	10.00				
Umington	3.4	3,808	38.8	14.6	27.1	24.1	24.0	34.3	10.1	27.0	Hamilton	292.4	4,903	29.0	8.4	23.8	16.5	32.4	38.0	14.8	39.1
slambiana	34.9	4,548	27.0	8.5	29.1	21.7	33.8	40.1	10.4	29.7	Cincinnati	205.4	4,777	30.8	9.2	24.5	17.4	30.6	34.9	14.1	38.5
ast Liverpool	9.0	4.623	24.5	7.5	30.5	22.4	34.8	41.1	10.3	29.0	Norwood	14.0	4,999	21.5	6.1	23.7	16.1	40.6	44.3	14.2	33.5
dem	4.6	5.216	24.9	8.8	23.7	15.4	36.6	38.3	14.8	39.5	Reading	2.9	5,139	21.7	6.0	22.8	15.1	40.7	43.1	14.8	35.8
oahocton	11.4	4,080	33.9	11.8	30.1	25.0	26.8	35.7	9.2	27.5	Lockland	2.3	5,237	19.8	5.4	23.8	15.5	39.7	41.3	16.7	37.8
orhocten	4.8	4,484	30.7	9.8	28.3	21.5	28.6	35.0	12.4	33.7	Hancock	16.3	4,516	30.5	9.7	26.8	20.1	31.8	38.3	10.9	31.9
rawford	14.8	4,249	29.3	9.8	28.8	23.0	32.5	41.7	9.4	25.5	Findlay	9.7	4,684	30.7	9.4	24.7	17.9	32.7	38.0	11.0	34.7
ocyrus	4.3	4.077	33.0	11.5	26.4	22.0	31.9	42.6	8.7	23.9	Hardin	10.9	3,418	41.3	17.3	31.6	31.4	21.5	34.3	5.6	17.0
alion	4.2	4,530	26.9	8.5	27.2	26.4	34.1	40.8	11.8	30.3	Kenton	3.4	3,598	38.3	18.2	31.0	29.2	24.1	36.4	6.6	19.2
											Harrison	6.5	3,785	34.5	13.0	31.6	28.3	25.5	36.7	8.4	22.0
uyahoga	545.7	5,784	20.4	5.0	20.3	11.0	37.9	35.7	21.4	47.4	Henry	7.4	4,198	28.0	9.5	32.1	26.0	30.0	38.0	9.9	25.5
leveland	352.9	5,141	22.9	6.4	22.8	15.1	37.7	30.8	16.6	38.7	Napoleon	2.1	4,562	25.6	8.0	28.6	21.3	33.4	39.8	12.4	30.0
akswood	27.4	6,848	15.1	3.1	15.5	7.8	38.3	30.0	31.1	59.3	Highland	10.3	3,137	48.2	21.9	29.6	32.1	17.4	30.2	4.8	15.8
leveland.		393			THE PERSON						Hillshoro	2.2	3,394	45.9	19.3	26.6	26.6	21.3	34.2	6.2	19.9
Heights	22.5	9,063	15.2	2.4	13.1	4.9	31.5	18.9	40.2	73.8	Hocking	6.4	3,288	43.0	18.7	31.6	32.6	20.4	33.7	5.0	15.0
ast Cleveland	16.7	5,954	16.4	3.9	19.3	11.0	41.3	37.8	23.0	47.3	Logan	2.3	3,756	35.8	13.6	28.8	26.0	28.0	40.7	7.4	19.7
haker Heights	12.3	12,901	16.0	1.8	11.8	3.1	23.6	9.9	48.6	85.2	Holmes	5.7	3,548	41.2	16.6	29.7	20.4	21.4	32.8	7.7	22.2
bushid	18.0	6,698	12.1	2.6	14.0	7.1	45.7	37.1	28.2	53.2	Huron	14.4	4,341	31.2	10.3	24.3	19.0	34.0	42.6	10.5	28.1
edford	3.4	5,927	15.9	3.8	18.4	10.5	43.4	39.9	22.3	45.8	Norwalk	4.0	4,617	31.7	9.8	21.5	15.9	33.5	39.4	13.3	34.9
locky River	4.4	9,814	12.8	1.9	12.5	4.3	30.6	16.9		78.9	200				00.0	00.0	90.0	20.5	98.0	9.0	19.4
wma	13.6	6,543	12.9	2.8	15.4	8.0	44.1	36.7	27.6	52.5	Jackson	9.6	3,197	46.5	20.8	29.0	30.8	20.7	35.2	3.8	13.2
arfield					1.				-		Jackson	2.3	3,641	38.2	15.0	27.8	26.0	28.4	42.4	5.6	
Heights	7.8	6,387	12.8	2.9	15.5	8.2	45.2	38.5	26.5	50.4	Jefferean	32.7	5,010	24.2	6.9	24.8	16.8	37.8	41.1	13.2	35.2
crea	5.4	5,408	28.4	7.6	14.7	9.3	37.4	37.6	19.5	45.6	Steubenville	13.4	5,361	22.9	6.1	22.9	14.5	38.8	39.4	15.4	40.6
laple Heights	6.7	6,235	12.0	2.7	15.0	8.2	48.8	42.7	24.2	46.4	Knox	13.6	4,082	33.4	11.7	27.8	23.2	30.3	40.3	8.5	
outh Euclid.	7.8	7,752	14.3	2.6	13.6	6.0	38.2	26.8	33.9	64.6	Mount Vernon.	5.4	4,444	28.9	9.3	26.1	19.9	34.5	42.2	10.5	
Iniversity	1										Lake	29.6	5,895	17.4	4.4	17.5	10.7	46.2	45.0	18.0	
Heighta	4.9	10,082	19.2	2.7	10.2	3.5	24.2	13.1	46.4	80.7	Painesville	5.9	5,391	20.9	5.5	17.3	10.9	43.5	44.0	18.3	39.6

O SM, 1955.

SALES MANAGEMENT



Toledo ranks high in the nation's 200 leading areas...

- 38th in population 33rd in total income 37th in retail sales
- motive sales 35th in Drug Sales. Gen. Mdse. • 37th in Furniture and Household sales • 31st in Auto-• 7th in buying power per family • 34th in Food sales • 34th in 39th in effective buying power • 6th in buying power per capita

Toledo's high rating. SPeeDy daily entertains the people whose buying habits account for

Per Capita......\$1,495

Per Family.....\$3,642

RETAIL SALES

Total....\$2,529,978,000

Percent funed to WSPD-TV

Nighttime......91.5% EFFECTIVE BUYING POWER

Families......438,800 Population.....1,425,000

age Service; Sales Management Survey of Buying Power. Authority for above listening and market information: Nielsen Cover-



TOW HARRER, AND SHEES ONE, 118 C STA STREET, NEW YORK Starer Breedcasting Company

Drug.....\$49,910

Automotive.....\$345,510 Furniture & Household.....\$84,731 Food.....\$416,984

Gen. Mdse.....\$157,625

Spent for:

Represented Nationally by KATZ

> Drug... Automotiv Furniture Food...

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RETAIL SALES

Gen. Md

	Total	In- come			ET IN	COME	GROUI	PS, 193	14	1	1 1 1 1 1	Total	In- come	10		IET IN	COME	GROUI	PS, 195	14	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2, %	in-	\$2,500 %	in-	\$4,000	% In-	\$7,000	% In-	COUNTIES	Con- sumer Units (thous.)	Gon- sumer Unit	\$0-2 %	In-	\$2,500	in-	\$4,000	% In-	\$7,000	% In-
	16.0	\$	-	come	Units	-	Unite	-	Units				8		come		come	Units		Unite	-
ronton	6.0	3,783 4,142		18.7	29.4	28.4	27.3	30.2	7.0	25.5	Mansfield Shelby	18.7	5,436 5,286	21.5	5.6	23.9	15.5		37.7 41.0	17.0	38.2
leking	27.9	4,154	33.2	11.4	27.1	22.2	30.3	39.7	9.4	26.7	Place	18.4	3,928	36.4	13.2	27.8	23.6	28.1	30.0	8.2	24.2
lewark	13.7	4.371	29.4	9.6	26.7	20.7	33.4	41.7	10.5	28.0	Chillicothe	9.9	4,210	31.9	10.8	26.8	21.7	31.7	40.9	9.6	26.6
ogan	11.9	3,731	37.9	14.5	30.0	27.3	26.0	37.9	6.1	20.3	Sandusky	16.3	4,631	25.9	8.0	25.2	18.5	37.4	43.9	11.5	29.6
iellefontaine	4.4	4,950	32.8	11.6	28.2	23.7	31.0	41.7	8.0	23.0	Fremont	6.4	4.759	25.4	7.6	25.0	17.8	36.8	42.1	12.8	32.1
orain	58.3	5,069	22.8	6.3	23.1	15.5	39.1	42.2	15.3	36.0	Scioto	31.5	3,883	36.7	13.5	27.4	24.0	28.6	40.0	7.8	22.
orain,	20.0	5,298	18.1	4.9	24.5	15.7	40.4	41.5	17.0	37.9	Portsmouth	15.7	4,101	34.6	12.1	26.4	21.0	30.4	40.2	8.6	25.
lyria	12.3	5,136	21.9	6.1	21.7	14.4	40.7	43.1	15.7	36.4	Seneca	19.3	4,359	20.2	9.6	26.3	20.5	33.8	42.2	10.7	27.
MCRG	153.8	5,767	19.6	4.8	19.6	11.5	39.2	37.0	21.6	48.6	Tiffia	7.7	4,279	32.2	10.7	24.5	19.4	33.0	42.1	10.3	27.
oledo	120.2	5,742	20.1	6.0	19.5	11.5	38.8	36.8	21.6	46.7	Fostoria	5.2	4,738	23.7	7.1	25.7	18.4	37.6	43.3	13.0	31.
Andieon	7.2	4,140	35.6	12.3	28.5	23.4	22.9	30.0	13.0		Shelly	9.3	4,152	29.6	10.2	30.6	25.1	31.5	41.2	8.3	23.
ondon	1.0	4,250	33.0	11.1	30.2	24.1	23.8	30.5	13.0	34.3	Hidney	104.7	4,221	29.1	9.8	28.1	22.8 17.5	33.9	43.8	13.6	23
Mahening	92.4	5,534	20.2	5.2	23.6	14.5	38.8	38.2	17.4	42.1	Stark	44.0	5,000 4,920	23.3	7.0	27.0	18.6	85.B	39.4	13.2	35.
oungstown	60.0	5,507	20.7	8.4	23.8	14.7	38.2	37.7	17.3	42.2	Massilon	11.6	4.967	23.4	6.7	26.2	17.9	36.7	40.3	13.7	35.
Campbell	4.5	5,071	20.0	5.6	28.7	19.2	36.9	39.7	14.4	35.5	Alliance	10.3	4,964	28.8	7.8	23.7	16.2	36.1	39.8	13.7	36.
Aarion	18.9	4,448	29.5	9.5	27.8	21.2	32.9	40.3	0.8	29.0	Summit	154.2	8,378	19.7	8.2	22.9	14.5	41.5	42.0	15.9	38.
Marion	13.0	4,478	28.5	9.1	27.4	20.8	34.4	41.8	9.7	28.3	Akron	104.7	8,203	20.7	5.6	23.3	15.0	40.7	41.8	15.3	37
Medina	14.9	4,772	26.9	8.1	34.3	17.3	35.5	40.5	13.3	34.1	Barberton	18.4	5,188	18.6	8.1	25.4	16.6	41.9	44.0	14.1	34.
Medina	2.0	4,969	25.6	7.4	22.1	15.1	38.1	41.7	14.2	35.8	Cuyalioga Falls		8,241	14.2		17.2	9.3	45.6	38.8	23.0	
Vielge	7.8	3,128	47.9	21.0	28.1	30.5	18.9	32.8	8.1	14.8	Trumbull	56.2	5,243	20.5	5.6	24.3	15.7	39.8	41.3	15.4	37.
	CALL!	100			1						Warren	19.1	5,337	21.5	5.8	24.0	15.3	38.1	38.8	16.4	40.
Mercer	9.0	4,000	28.7	8.7	27.0	19.8	30.6	35.5	13.7	36.3	Niles	8.0	5,454	15.9	4.2	26.4	16.4	41.0	40.9	16.7	38.
Celina	2.3	5,215	26.5	7.2	24.5	16.0	32.3	33.7	16.7	43.1	Girard	3.3	5,470	19.7	5.1	24.3	15.1	39.0	38.9	17.0	40
Wiami	22.6	4,790	34.8	7.4	28.9	19.1	36.3	41.2	12.0	32.3	Tuscarawas	24.3	4,249	29.5	9.9	29.9	23.9	31.7	40.6	8.9	25.
Piqua	8.8	4,723	26.6	8.1	26.5	19.0	35.5	40.9	11.4		New		350		*	1					
Froy	4.4	5,363	19.7	5.2	24.4	15.4	30.5	40.2	16.4		Philadelphia.	4.8	4,348	30.5		28.0	21.9	31.3	30.3	10.2	
Monreo	5.1	2,620	80.0	32.6	28.0	32.4	12.5	26.0	2.6		Dover	3.6	4,529	27.9	8.8	25.8	19.3	36.0	43.3	10.3	28.
Montgomery	181.1	5,444	20.8	5.5	20.9	13.0	39.5	39.5	18.8		H-112										-
Dayton		5,293	23.1	6.6	21.7	13.9	38.2	39.3	18.0		Unien	7.3	3,734	37.3		29.5	28.9	25.1	36.6	8.1	
Morgan Morrow	6.8	3,416	80.3	24.5	31.3	38.3	14.7	27.3	3.7		Van Wert	9.8	4,526	26.5		31.1	23.3	30.7	36.9	11.7	
and the second	0.0	0,410	10.5	10.0	30.1	30.0	24.3	36.8	0.1	14.3	Van Wert	3.2	4,694 2,668	26.3 58.0		28.3	34.2	32.9	38.2	12.5	
Muskingum	27.4	4,120	35.2	12.2	27.3	22.4	28.5	37.6	9.0	27.8	Warren	13.9	4,343	29.0		25.0	19.5	36.8	45,4	9.7	-
Zanosville	15.7	4,367	32.0	10.6	28.0	22.1	30.3	38.3	9.7		Lebanon	2.0	4,407	29.7			19.0	35.3	43.7	10.3	
Noble	3.8	3,004	50.4	23.8	20.2	33.0	18.8	28.7	4.6		Washington	16.0	3,341	43.7		29.9	30.4		34.3	5.8	
Ottawa	11.0	5,117	20.1	5.6	23.8	15.8	40.5	43.1	15.6		Marietta	6.8	3,627	39.1		1	28.1	24.0	36.0	6.9	
Paulding	4.9	3,823	34.1	12.7	31.5	28.0	28.6	38.0	7.8		Wayne	21.1	4,369	33.0		1 22	19.5		37.8	11.5	
Perry	9.3	3,425	40.0	18.7	31.7	31.4	22.8	36.3	8.5		Wooster	6.6	4,372				17.3		34.3	12.8	36
Pickaway	9.0	3,871	36.5	13.5	20.9	29.2	24.1	33.0	9.5	26.4	Williams	10.0	3,971	34.5	12.4	28.2	24.1	28.1	38.5	9.2	25
Circleville	3.2	4,029	25.5	12.6	28.8	24.3	25.3	34.2	10.4	28.9	Wood	23.4	4,301	37.8	12.5	22.1	17.5	28.5	36.1	11.6	33
Pika	8.6	2,649	57.7	31.1	28.6	36.7	11.4	23.4	2.3	8.8	Bowling Green	7.1	3,183	58.2	26.1	17.0	18.2	18.4	31.4	6.4	
Portage		4,298	35.8	11.8	22.8	10.1	30.7	30.8	11.0	31.3	Wyandet	7.3	3,825	31.7	11.5	32.6	28.3	28.9	37.3	8.8	22
Rabenna	4.0	4,543	25.3	7.8	28.0	21.0	36.3	43.5	10.5			-	-	-		-		-		-	-
Kent	6.5	4,606	51.3	18.3		13.6	20.0	27.1	12.7		Total Above									1	
Proble	9.8	4,120	31.5	10.9		22.2	32.1		9.5		Cities	1883.4	5,248	24.5	6.	22.9	14.8	35.8	37.1	16.8	41
Putnam		4,131 5,240	29.5	10.1		16.0	26.6	35.2	10.2		State Tetal	3017 7	4,968	96 1	7.6	23.9	16.3	24 K	37.9	15.1	38
	_			_	_								1 4,000	1 20.0							_
OKLA	HO	MA	-	Cou	intie	s an	d C	ities	-	(Other W		States: Texas.)						mbols r			
				11	Pop. I	-	*				11		-		T	Pop. 1	-			-	
Okla. sta	te map	—pag	592		(in	N	UMBER	OF (DUTLE	TS						(in	N	UMBE	R OF	OUTLE	TS
City		Count	·		ious.)	FI	GM	FHR	A	I D	City		Count	v	t	hous.)	F	GM	FHR	ı A	1
5.67		Count,											Count	2				-		-	-
Ada	P	ontotoc			15.9	62	11	23	26	10	Lawton	C	omand	he		57.4	99	9	21	4	
Altus	Ja	ckson.			11.4	39	6	. 9	19		McAlester	P	ittsbun	g		19.6	73	12	19		
Alva					6.6	17	6	9	15		Miami					12.0	56	8 2	13	22	2
Ardmore					21.0	82	- 8	13			Midwest Cit					18.5	5	2	1		
Bartlesville.					21.2	52	6	15			Muskogee					39.4	167	13	28		
Blackwell					9.6	28	6 8 6 5	9			Norman					30.6	37	11	15		
Chickasha					16.4	66	9	16			Oklahoma C					277.1	616		140		
Clinton					8.5	28	4	11			Okmulgee					20.0	77	9	16		
Cushing					10.7	34	6	9			Pauls Valley					7.5	26	6	11		
Duncan					18.4	59	8	18			Ponca City.					22.5	48	6	14		
Durant					10.2	45	8	13			Sapulpa					13.4	47	6			
El Reno					10.9	35	5	11			Seminole					12.2	40		10		
Elk City					8.6	23	7	11			Shawnee					28.5	98	9	14		
Enid					39.8	85	16	27	48		Stillwater					20.0	35	55	15		
Guthrie					6.1	36	6	9	17	5 2	Tulsa Woodward					226.7 6.4	507		119		
Guymon	· · · · · · · · · · · · · · · · · · ·	DEWG																			

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

	Metro-	-	POPULA ES 1/1	TION TIMATE	ES	10/1A	CTIVE BI					0		L SALES	1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area				Urbun							Coun-	(le	FIVE ST	ORE GRO				
		Total (thou- aands)	of U.S.A.	Fami- lirs (thou- sands)	Ponu- lation (thou- sands)	Net Dollars (add 000)	U.S.A.	Per Cap- ita	Per Fam- ily	Dollars (add 000)	of U.S.A.	Sales Pur Fam- lly	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Buying Power Index	Qual ity In- dex
Adair		14.7	.0091	3.8		8,115			2,136	5,243	.0031	1,380	1,507	485	102	823	282	.0044	48
Afoka		9.7	.0059	3.1		11,717 8,591		1,208 681	3,780 2,527	7,662 6,280	.0045		1,898	280 814	175 319	1,392	424 58	.0048	
Beuver		7.2				11,188			5,326	3,920	.0023		896	109	89	817	45	.0038	1 20
Beckham		22.2				31,117			4,383	20,658	.0122	2,910	4,817	2,132	800	4,693	612	.0125	
Elk City		8.6		1		12,940 14,280			4,621 3,401	10,642	.0063	2.542	2,214	1,523	423 295	2,605	299 375	.0056	
					-										-	- VI	-		
Bryan		26.5				21,181			2,751	19,622	.0116	2,548	4,087	1,947	818	5,427	456	.0100	97
Durant		10.2 33.8	F.70077			10,824			3,383	15,557 23,108	.0091	2,358	3,047 5,717	1,546	666 1,107	5,210 5,751	355 784	.0061	72
Canadian		25.5				32,27			4,304	19,328	.0113		4,468	1,388	1,155	4,529	707	.0129	
El Reno		10.9	1			15,580			4,212	13,000			3,334	965	1,058	3,226	569	.0068	1
Carter		39.8	.0245	12.4	22.7	48,94	.0195	1.230	3.947	40.262	.0237	3,247	9,634	4,759	1,852	10,542	1,643	.0218	
Ardmore		21.0				27,966			3,996	30,985			6,157	3,862	1,539	8,948	1,296	.0136	
Cherokee		18.2	.0112			11,89	.0047	684	2,532	8,673		1,845	2,779	688	353	1,905	319	.0061	54
Chectaw		18.4	.0113	5.0	5.5	13,21	.0053	718	2,643	9,052	.0053	1,810	3,167	624	401	2,003	288	.0065	58
Cimarren		5.2	.0032	1.4		8,96	10036	1.724	6,403	3,775	.0023	2,696	687	56	57	753	39	.0032	100
Cleveland		44.9				56,22	.0223	1,252	4,976	26,927	.0158	2,383	7,750	1,910	1,363	4.957	1,393	.0214	78
Norman		30.6				43,84			5,925	24,680			7,018		1,278	4,724	1,250	.0169	
Gnal		7.0	.0043	1.7	****	4,38	.0018	626	2,579	3,065	.0018	1,803	1,042	572	72	478	52	.0023	83
Comanche		65.6				87,08			4,785	62,967	.0370		12,888		3,099	21,599	1,678	.0365	
Lawton		57.4				70,81			3,934	57,156			10,900		2,958	20,662		.0312	
Cetton		9.6	1		1	9,28		-	3,438	6,898			1,443	1	200 523	1,653 2,209	185 351	.0043	
			1 h														1		
Grock		40.4				44,57			3,624	32,582			8,559		1,480	9,789		.0197	
Sapulpa		13.4	1	1		16,86 25,05			3,977	14,244			3,651		902 871	4,576	498 618	.0075	1
Clinton		8.5				12.24			4,711	17,895			3,672 2,329		529	3,325		.0054	1
Delaware		14.0	100000			9,51			2,439	4,287			1,418		113	815		.0043	
Dewey		8.2	.0050	2.4		7,22	0 .0029	880	3,008	4,400	.0026	1,835	1,000	347	142	765	197	.0833	66
Ellis		7.2				10,86			4,725	4,218			1,049		84	1,262	124	.0038	86
Garfield		57.0				85,23			4,843	65,385			10,651		2,740		2,418	.0355	
Enid		39.8	.0248	13.0	0	62,31	2 .0248	1,560	4,793	59,542	.0350		9,469	7,912	2,550	13,746	2,249	.0278	118
Garvin		29.6	.0182	8.1	10.1	30,64	2 .0122	1,038	3,605	23,333	.0131	2,745	5,332	1,507	1,237	5,525	740	.0139	76
Pauls Valley		7.5				9,07			3,782	12,156			2,690		676	3,552	357	.0049	
Grady		33.4	4	1		38,93			3,621	26,566			5,956		1,404	6,503	837	.0161	
Chiekasha		16.4				21,11 14,63			3,984	20,661 6,837			4,200 1,819		1,141	5,441 1,099	714 300	.0099	
dialit.		10.0	1							1		2,300	1,418	200		1,000			
Greer		11.1				11,23			3,512	6,653			2,005		396	1,284		.0048	
Harmon		7.8				10,93			4,969	4,737			980		153	1,149		.0039	
Harper		6.1		1000		9,42			5,234	4,284			831	1	170	1,241	165	.0034	
Haskell		12.6	1	1	7	8,76 15,85			2,827	5,529	1	30233	1,078		152 837	1,063		.0043	
Hughes See Seminole- Wewoka- Holdenville		18.7	.0116	5.4	5.7	15,60	.0083	841	2,936	12,361	.0073	2,289	3,476	1,335	637	2,814	427	.00//	-

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Before using these figures, see explanation page 11

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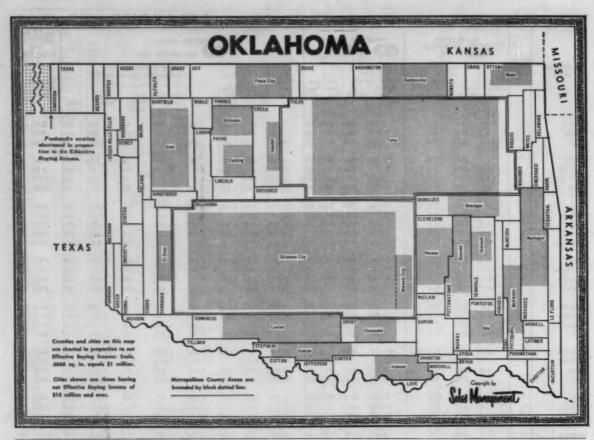
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- ►\$53 BILLION Annual Income
- ▶\$39 BILLION Retail Sales
- ▶\$37 BILLION Bank Deposits

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OKLAHOMA -	Continued)
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES	Metro	0	POPULA ES 1/1	TION TIMATI	ES	EFFECTIVE BUYING INCOME ESTIMATES—1954				RETAIL SALES ESTIMATES—1864								SALES ADVERTING	TIS-
CITIES	politan Area	Total	97,	Fami-	Urban- ized	Net	9%	Per	Per	Onliars	76	Coun- ty	(li	FIVE ST	of dellare			Buving	Oual-
		(thou- eands)	U.S.A.	Hea (thou- sands)	Pepu- lation (thou- sands)	Dellars (add 000)	% of U.S.A.	Gap- lia	Fam- ily	(add 900)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Jackson		19.8	.0121	6.2	11.4	22,956	.0091	1,159	3,703	17,248	.0101	2,782	3,644	1.239	789	3,847	516	.0100	83
Altus		11.4	.0070	3.9		14,046	.0056	1,232	8,002	13,810	.0081		2,836	1,102	576	3,462	396	.0066	94
Jefferson		10.0	.0062	2.9		10,049	.0040	1,005	3,465	6,979	.0041	2,407	1,830	303	738	1,080	250	.0045	73
Johnston		9.9	.0061	2.6		8,542	.9026	861	2,516	3,378	.0020	1,299	1,435	257	154	427	171	.0031	51
Kay		80.8	.0312	18.2	34.9	75,356	.0300	1,483	4,652	53,040	.0312	3,274	12,528	3,612	3,244	13,874	2,399	.0306	96
Penen City		22.5	.0138	7.5		39,053	.0156	1,736	5,207	31,649	.0186		6,980	2,427	2,281	8,519	1,233	.0161	117
Blackwell		9.6	.0056	3.1		13,309	.0053	1,386	4,203	13,793	.0061		3,499	858	731	3,820	681	.0063	107
Kingfisher		12.3	.6076	3.8	3.2	13,933	.0086	1,133	3,867	12,625	.0074	3,322	2,320	406	393	2,533	425	.0065	86
Klowa		18.2	.0112	5.8	5.3	20,483	.0082	1,125	3,724	14,737	.0087	2,679	2,914	1,327	584	3,038	823	.0000	80
Latimer		9.1	.0056	2.4		8,764	.0026	743	2,818	3,641	.0021	1,517	1,104	472	177	637	115	.0030	54
Le Flore		32.0	.0200	9.0	6.0	23,267	.0003		2,585	16,832	.0098		4,877	2,948	758	- 3,904	446	.0116	
Lincoln		20.5	.0126	6.2	2.8	18,687	.0075	912	3,014	16,797	.0099	2,709	4,522	979	732	4,100	484	.0003	74
Logan		21.7	.0134	6.7	10.4	24,938	.0099	1,149	3,722	14,483	.0085		3,550	1,478	734	3,383	483	.0102	
Guthrie		10.4	.0064	3.3		13,098	.0052	1,259	3,969	10,990	.0064	day	2,299	1,384	646	2,922	851	.0058	91
Love		7.2	.0044	1.8		4,780	.0019	664	2,656	3,258	.0019	1,810	1,021	317	101	782	128	.0024	55
McClain		13.0	.0084	3.6	3.3	12,004	.0048	888	3,101	8,525	.0050	2,186	2,559	513	612	1,778	360	.0055	85
McCurtain		29.2	.0179	7.8	4.4	17,734	.0071	807	2,274	12,311	.0073	1,578	4,554	1,649	378	1,718	372	.0094	53
McIntooh		16.3	.0101	- 4.1	4.9	9,785	.0038	900	2,323	8,181	.0048	1,948	2,207	821	248	1,365	200	.0053	52
Major		10.3	.0063	3.1		11,880	.0048	1,151	3,825	0,125	.0038	1,970	1,221	201	228	1,167	132	.0048	76
Marshell		7.3		2.1		7,619	.0030	1,043	3,462	4,823	.0027	2,066	1,292	532	219	808	185	.0032	71
Mayos	. 19	10.0	.0116	5.4	4.4	14,788	.0089	781	2.734	18,327	.0078	2,468	3,435	1,185	449	2,648	302		86
Murray		10.2	.0063	3.1	4.2	10,830	.0043	1,062	3,484	9,606	.0051	2,778	1,362	467	314	2,917	317	.0048	0.00
Muskogee		86.4	.0408	19.6	38.4	74,696	.0297	1,125	3,811	48,622	.0274	2,379	10,317	6,284	1,927	9,309	2,029	.0312	
Muskogee		39.4	.0242	12.8		55,267	.0220	1,403	4,318	40,507	.0238		8,679	4,954	1,862	9,040	1,720	.0230	95

O SM, 1955.

Before using these figures, see explanation page 11

In Oklahoma MORE folks listen to



than to all other Oklahoma City stations combined!*

SHARE OF RADIO AUDIENCE

DAY	TIME PERIOD	WKY	Sta. B	Ste. C	Sta. D	Sta. E	Sta. F	Sta. G	MISC.*
MON.	Morning (6-12 Noon)	34%	12%	9%	3%	1%	1%	1%	39%
thru	Afternoon (12 Noon-6 PM)	36%	11%	7%	2%	2%	2%	1%	38%
FRI.	Evening (6 PM-12 Midnight)	41%	14%	8%	5%	X	X	X	33%

RADIO SETS IN USE

6 AM to	12 NOON	6 PM to
12 NOON	to 6 PM	12 MIDNIGHT
24.3%	23.4%	19.8%

In Oklahoma MORE folks watch



WKY-T

than watch all other TV stations combined, in WKY-TV area!*

SHARE OF TV AUDIENCE ... Monday thru Friday

STATION	6:45 a.m 12 neen	12 noon - 6 p.m.	6 p.m 12 midnight
WKY-TV	61%	57%	57%
Sta. "B"	34a%	33%	29%

SHARE OF TV AUDIENCE .. Saturday and Sunday

STATION	9 a.m	12 noon	12 noon	- 6:00 p.m.	6 p.m 12 midnight				
	SAT.	SUN.	SAT.	SUN.	SAT.	SUN.			
WKY-TV	54a%	57a%	62%	56%	55%	56a%			
Sta. "B"	33%	43%	25%	29%	33%	33%			

The nation's FIRST COLOR TV station

Owned and Operated by The Oklahoma Publishing Company . The Daily Oklahoman . Oklahoma City Times . The Farmer Stockman . WKY Radio





OKLAHOMA CITY

. THE CITY THAT LED ALL MAJOR CITIES DURING
1954 IN RATE OF INCREASE IN DEPARTMENT STORE SALES!

SOURCE: FEDERAL RESERVE BANKS

OKLAHOMA CITY IS THE Central CITY OF THE GREAT SOUTHWEST!

Within 600 mile radius of Oklahoma City:

RETAIL SALES \$39,301,759,000

INCOME PAYMENTS\$53,714,000,000

POPULATION 37,822,000

plus excellent labor supply, adequate power, outstanding cultural and educational achievement record.

INDUSTRIAL DIVISION SKIRVIN TOWER OKLAHOMA CITY, OKLA.

Write for brechure

listing choice industrial sites.

All inquiries handled confidentially.

OKLAHOMA CITY CHAMBER OF COMMERCE OKLAHOMA INDUSTRIES, INC.



0	K 1	A	H	0	M	A	_	(Continued)
~	P. L	-		v	IVI	\sim	_	Continueu

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES	Metro-			TION TIMATI	E8	EFFECTIVE BUYING INCOME ESTIMATES—1964												SALES ADVER INC	TIS-
CITIES	politan Area	Total	07	Fami-	Urban-	Net	%	Par	Por	Deltara	0/0	Ceun-	(lir	FIVE ST	ORE GRO			Buying	Qual-
		(thou- eands)	of U.S.A.	(thou- sande)	Population (thousands)	Dolfars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add OOL)	of U.S.A.	Sales Per Fam- ily	Food	General Midee.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dax
Nobis		11.6	.0072	3.6	5.0	13,408	.0054	1,108	3,724	10,628	.0062	2,952	2,431	500	537	1,608	253	.0000	83
Nuwata		12.2	.0075	3.7	3.9	11,949	.0047	979	3,229	9,116	.0054	2,484	2,183	619	517	1,991	238	.0068	73
Okfuskee		15.3	.0084	4.2	3.2	11,436	.0046	747	2,723	8,086	.0047	1,925	2,057	880	116	1,837	236	.0056	80
I Oklahuma ▲10klahuma	102	367.8	2262	117.0	322.0	001,582	.2305	1,036	5,115	422,377	.2484	3,592	80,435	57,810	25,338	105,340	16,491	.2396	106
City		277.1	.1705	92.8		471,471	.1877	1,701	5.081	388,005	.2282		69.617	56,806	24,393	101,776	14,403	.1964	115
Midwest City		18.5	.0114	5.4		28,624	.0114	1,547	5,301	8,536	.0050		5,022	460	68	515	227	.0095	83
Okmulgos		43.1	.0206	12.8	25.8	46,145	.0184	1,071	3,605	32,188	.0190	2,515	8.454	3.178	1,540	8,765	- 965	.0202	76
Okmulgee		20.0	.0123	6.5		24,399	.0097	1,219	3,752	19,466	.0114		4,268	2,233	1,070	5,674	887	.0107	87
Osage		31.6	.0194	9.0	10.0	36,562	.0146	1,158	3,811	20,614	.0121	2,147	5,067	1,720	827	5,929	784	.0148	78
Ottawa		30.9	.0190	9.0	15.4	35,490	.0141	1,149	3,607	24,601	.0145	2,563	6,679	2,383	1,368	6,235	786	.0152	80
Miami		12.0	.0074	4.1		17,499	.0070	1,458	4,268	17,231	.0101		3,467	2,034	1,243	5.844	455	.0080	108
Pawnee		12.8	.0079	3.9	2.7	12,632	.0050	987	3,239	7,877	.0046	2,020	2,231	547	339	1,505	321	.0055	70
Payne		48.8	.0300	13.8	34.2	63,140	.0252	1.294	4,575	39,810	.0234	2.885	10,204	3,357	1,800	9,839	1,289	.0256	85
Stillwater		20.0	.0123	4.9)	30,263	.0121	1,513	6,176	23,278	.0136		5,757	1,772	1,125	5,289	695	.0126	102
Cushing		10.7	.0066	3.6		15,926			4,424	13,475	.0080		3,166	1,532	565	4,349	388	.0069	105
Pictsburg		30.1	.0240	11.1	19.6	34,290	.0136	877	3,009	34,376	10202	3,007	8,988	4,483	1,507	8,800	1,248	.8177	74
MuAlester		19.6	.0121	5.6	3	21,010	.0084	1,072	3,752	27,272	.0100		5,678	3,578	1,424	8,204	1,001	.0114	94
Pontotoc		28.8	.0178	8.6	15.9	33,347	.0133	1,158	3,878	29,104	.0171	3,384	5,858	2,883	1,472	11,608	857	.0153	86
Ada		15.9	.0098	5.1	1	22,861	.0091	1,438	4,483	25,751	.0151	1	4,552	2,657	1,453	11,155	669	.0110	112
Pottawatemie	1	42.0	.0263	12.1	28.5	45,593	.0182	1,065	3,862	39,486	.0233	3,085	8,314	4,577	2,125	9,306	1,627	.0214	81
Shawnee		28.5	.0175	8.7	7	35,043	.0140	1,230	4,028	33,218	.0105		6,362	4,026	1,749	8,972	1,400	.0164	94
Pushmataha		10.8	.0006	3.0	2.3	8,714	0026	622	2,230	5,202	.0030	1,734	1,871	705	245	1,181	193	.0038	53
Roger Milis		6.8	30043	2.0	0	6,272	.0028	922	3,136	2,478	.0015	1,238	801	314	43	513	57	.0026	60
Report	1	19.6	.0121	5.0	5.5	19,265	.0077	963	3,440	12,706	.0075	2,209	3,524	1,452	450	2,307	411	.0086	71

Information exceived too late for evaluation and inclusion above, indicates that both the general merchandise and retail sales total may be understated because of the omission of the sales of a large new chain department store.

Before using these figures, see explanation page 11.

A and △ See end of state for SM Metropolitan County Areas.

○ SM, 1955.



How Oklahoma City Grew 1954 vs. 1953

Total Retail SalesU	P 4.7%
Department Store Sales	P 9.0%
Auto Registrations	P 3.7%
Residential BuildingU	P 83.0%
Electric Meters in Use	P 3.8%
Gas Meters in Use	
Water Meters in Use	P 5.5%
Telephones in Use U	
Postal Receipts	
Bank Clearings U	
Bank Debits	
Bank Deposits	
Savings & Loan Ass'n Assets U	
Industrial Electric Consumption U	
Industrial Gas Consumption U	
Livestock Market Receipts U	

A Growing Market!

Seventy-five thousand new citizens since 1950; 31 new suburban shopping centers; more than 25,000 new homes built . . . Oklahoma City is growing!

Oklahoma City has continued as a High Spot City in Sales Management month after month... for nine months in a row it was listed as one of the nation's "Ten Best Cities" by Forbes magazine; its closest competitor was listed five times ... department stores scored a sales gain of 9 per cent, biggest in the U.S. last year.

Oklahoma City is a growing market where sales are growing. Your sales will grow, too, if you use Oklahoma's (and the Southwest's) biggest and sellingest newspapers to promote your product.

Send for FREE booklet "What's Going On In Oklahoma City" illustrated above.

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Co. • The Farmer-Stockman WKY-Radio and WKY-TV • Represented by The Katz Agency, Inc.



Tuisa, Oil Capital Of The World

CENTER OF THE BILLION-DOLLAR MAGIC EMPIRE



TULSA

(METROPOLITAN COUNTY AREA) **Population**

Annual Payroll

Retail Sales

305,436*

\$568,000,000

Eff. Buying Income \$497,964,000*

\$356,893,000*

*Dec., 1954 Tulsa FHA Office

*1955 SM Survey of Buying Power

*1955 SM Survey of Buying Power

THE PREFERRED NEWSPAPERS IN THE RICH TULSA MARKET ARE THE

OIL CAPITAL NEWSPAPERS

TULSA WORLD . TULSA TRIBUNE

MORNING . EVENING . SUNDAY . REPRESENTED NATIONALLY BY . THE BRANHAM CO

OKLAHOMA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AAIIDTIES	Metro		POPULA ES 1/	TION TIMATE	ES	EFFECTIVE BUYING INCOME ESTIMATES—1954				RETAIL SALES SM ESTIMATES—1964								SALES AND ADVERTIS- ING CONTROLS	
COUNTIES	politan Area	Total	~	Fami-	Urtum- ized	Not	OZ.	Per	Per	Dollars	%	Coun-	(lin	FIVE ST	ORE GRO			Buying	Qual
			U.S.A.	lies (thou- sands)	Papu- iation (thou- sunds)	Dellars (add 000)	usa	Cap- ita	Fam-	(add 900)	U.S.A.	Sales Per Fam- ily	Feed	General Mdge.	Furn,- House- Radio	Auto- motive	Drug	Power	ity in- dex
Saminala Saminala- Wessaka-		36.6	.0225	10.3	19.5	46,375	.0161	1,103	3,920	28,956	.0170	2,811	6,595	1,503	1,804	10,411	1,168	.0176	78
Holdenville		25.7				31,357			3,778	32,134	.0189		6,346	8,049	8,408	11.418	1,235	.0161	
Seminole		12.2		3.7		14,807			4,002	15,551	.0091		2,689	797	1,031	6,554	493	.0072	
Sequoyah		18.8	20000	4.8		11,541	19046	-	2,404	6,379	.0037		1,802	1,128	314	562	224	.0057	
Dunoan		38.5 18.4	27777	2000	21.5	80,096 27,016			4,282	42,220 30,709	.0249		7,441	4,070 3,363	2,088 1,597	7,963	1,333 973	.0222	
Texas		18.5	100000		200	34,006			7,262	16,719		3,557	3,278	612	848	3,094		.0118	
Guymen		6.1	.0038			12,198			6,777	11,218			1,698	458	481	3,101		.0052	1000
Tillman		16.4	200000	4.8	2000	17,811			3,635	15,068	.0089		3,433		523	3,338		.0082	
Tules		278.4			232.7	497,964 435,092			5,755	356,893 349,436	12096		74,402		21,079	90,779 87,895	11,522		3.00

A and A See end of state for SM Metropolitan County Areas.

C SM. 1955.

Before using these figures, see explanation page 11.

KVOO-No. 1 Station in Oklahoma

3irst

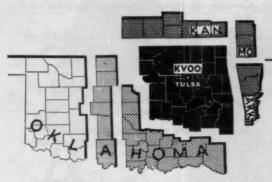
ONLY KVOO Blankets Oklahoma's

No. 1 Market Plus Rich Bonus Counties in

Plus Rich Bonus Counties in Missouri, Kansas and Arkansas

N. E. Okla.

30 Cos. Plus



Population figures from 1950 Census, Retail Sales and Effective Buying Income from Sales Management Survey of Buying Power. Other figures from Research Department of Tulsa Chamber of Commerce.

	E. Okla. Counties	Counties	Counties	14 Cas. of Kans., Mo., Ark.*
Percent of 77 County Okla. Land				
Area	34.8%	54.3%	63.8%	
Population				
% of Okla.	46.6	75.8	84.0	70.6%
Retail Sales				
% of Okla.	43.5	75.2	84.4	72.0
Effective Buy-				
% of Okla.	43.8	74.4	82.9	67.2
Bank Deposits				
% of Okla.	48.0	75.8	85.5	

^{*}Percent is of total Oklahoma figure for 77 counties.

Second

KVOO HAS

KVOO'S NCS Area Has More Buying Power** Than Any Other Oklahoma Station's NCS Area

NCS AREA DAYTIME 98 Counties***	Sales
	\$2,312,214,000

Drug Automotive Gross Food Sales Store Store Farm Sales Income \$486,904,000 \$68,389,000 \$467,499,000 \$758,421,000 28% More 15% More 16% More 11% More

Than has any other Oklahoma Station in its Daytime NCS Area

**Figures from Standard Rate & Data Service and Sales Management.
***61 Oklahoma Counties; 17 Arkansas Counties; 13 Kanses Counties; 5 Missouri Counties.

KVOO IS THE LOWEST COST PER THOUSAND BUY IN OKLAHOMA

With the greatest NCS coverage of any Oklahoma station and with the highest Pulse and Nielsen ratings in its area, KYOO is just naturally the best radio buy in Oklahoma.
—offering the lowest cost per thousand. Also, the KYOO market was eleventh in population growth 1950-1954 among America's major markets. KYOO, celebrating its thirtieth anniversary this year, is a listening habit with the Oklahoma audience.

RADIO STATION KVOO

NBC AFFILIATE

50,000 WATTS EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

22% More

OKLAHOMA'S CREATEST STATION

TULSA. OKLA.



OVER 105% INCREASE IN TEXAS CIRCULATION!

Texans, too, like the Farmer-Stockman. They have said so, 234,466 strong down in the Lone Star state, by buying the edition that is edited especially for them.

When Texans go all out for a farm magazine by increasing its subscriber families more than 105% in five years, that's what the Big State boys call tootin-her-up! They did that with the Farmer-Stockman between 1950 and 1955.

It all happened when Texas editors, fanning out from their company-owned base in Dallas, fed to Texans such a Texas flavored magazine that they went for it "double".

No accident at all. It was planned that way, with a series of editorial, circulation and advertising improvements that few could resist.

Advertisers know there's a reason for this growing Texas preference. That's why they, too, are going "double" these days for the Farmer-Stockman.

the Farmer-Stockman

Owned and Operated by THE OKLAHOMA PUBLISHING (The Daily Oblahoman Oklahoma City Times WKY Bedia • WKY-TV Represented by THE KATZ AGENCY, INC.

OKLAHOMA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Matro-		POPULA ES 1/1	TION TIMATI	E\$	EFFECTIVE BUYING INCOME ESTIMATES—1984				RETAIL SALES SHE ESTIMATES—1954								SALES AND ADVERTIS- ING CONTROLS	
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Not	67.	Par	Por	Deliars	96	Coun- ty	(le	FIVE ST	ORE GRO			Buying	Qual
		(thou- sands)	u.s.A.	lise (thou- sands)	Pepu- lation (thou- sands)	Dollars (add 000)	of U.S.A.	Gap- itn	Fam- liy	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metive	Drug	Power	ity in- dex
Wagoner		15.6		4.2		11,332	.0046		2,000	7,954	.0046	.,	2,242	506	304	1,144		.0055	-
Washington		34.5		10.9		08,198			6,073	38,700	.0228		9,473	3,608	1,871	8,734	1,584	.0243	1000
Bartlesville		21.2 16.6		6.9		47,590 17,619			6,897 3,871	34,513 9,668	.0203	2,014	7,386 1,967	3,092 970	1,738 410	8,410 1,910		.0182	1000
Woods	-	14.9	.0092	4.0	6.6	22,563	.0000	1.514	4,993	13,199	.0078	2,869	2.107	727	789	3,549	437	.0087	95
Alva		6.6		2.1		10,261			4,886		.0061	-100	1.573	626	704	2,554	289	.0047	115
Woodward		14.3	.0068	4.1		16,634			4,057	11,608	.0088	2,831	2,588	863	262	3,747	444	.0071	81
Woodward		6.4	.0009	2.0		8,905	.0035	1,391	4,453	10,058	.0050		3,193	731	225	3,400	338	.0043	110
Total Above Cities		1,037.8	.6382	334.7		1,661,323	.6618	1,601	4,984	1,398,343	.8220		279,408	166,136	79,247	375,352	48,764	.7053	111
State Total		2.276.8	1.4008	899.7	1250.8	2,896,885	1.1536	1.272	4,256	2,025,728	1.1914	2,976	452,491	215,608	104,400	499,386	70,895	1.2143	87

OKLAHOMA - Metropolitan County Areas

Okiahoma City... | 102 | 367.8 | .2262 | 117.6 | 322.9 | 601.582 | .2395 | .636 | 5.115 | 422.377 | .2484 | 3.692 | 80,435 | 57.810 | 25.338 | 105.340 | 15.491 | .2395 | 106 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395 | .2395

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.



if the ring of the register is music to your ears YOU SHOULD USE OKLAHOMA'S STAR SALES PERFORMERS!

Oklahoma is a "smash hit" attraction for manufacturers today, with its theme song of ringing cash registers.

Against a backdrop of spending activity and market wealth (as shown here) the two star performers are KOMA and KWTV.

KWTV... operates from the world's tallest man-made structure... is a maximum 316,000 watts... is the CBS-TV affiliate for most of Oklahoma... offers more effective coverage from its 1572-foot tower... is No. 1 in audience building programs.

KOMA . . . 50,000 watts . . . CBS-Radio affiliate for central Oklahoma . . . carries the

top CBS audience-building programs . . . spotlights outstanding local personalities.

Both KOMA and KWTV offer promotion designed to be of assistance to you in the market.

OKLAHOMA CITY—HUB OF CENTRAL OKLAHOMA

Ranked highest among major U. S. cities in percentage of increase in department store sales.

Ranked among the 10 best economic cities for 9 consecutive months (Forbes Magazine).

Ranked by Sales Management as a preferred sales city for 8 consecutive months (1954).

KOMA

50,000 WATTS CBS-RADIO

Gene Riesen Sales Manager BOTH REPRESENTED
BY
AVERY-KNODEL, INC.

Edgar T. Bell
Executive Vice President

KWTV

CHANNEL 9
CBS TELEVISION

Fred L. Vance Sales Manager



			POPULA ES 1/1		ES	Malla.	TIVE B					0	W.	SALES	1954			SALES ADVER INC CONTR	TIS-
	politan Area	Total	%	Fami-	Urban- ized	Net	%	Per	Per	Dellara	%	Coun-	(in	FIVE \$1 thousands	ORE GRO		1.3	Buying	Oual
		(thou- eande)	U.S.A.	lies (thou- sands)	Population (thousands)	Dellars (add 000)	U.S.A.	Capita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- lly	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Tulea	163	278.4	.1712	88.4	232.7	497,964	.1983	1,788	5,633	356,893	.2000	4,037	74,402	44,211	21,070	90,779	11,522	.1964	115
Total of Areas		046.2	.3974	206.0	885.0	1,000,540	.4378	1,702	5,338	779,270	.4583	3,783	154,837	102,021	46,408	196,119	27,013	.4389	110

OKLAHOMA — M Income Breakdown of Consumer Spending Units

THE STATE OF	Total	In-	- 11	,	NET IN	COME	GROU	PS, 19	84		TO LOUIS	Total	in- come	- 1		ET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$0-2 W	,490 % In- come	\$2,500 % Units	-3,999 % In- come	\$4,000 % Units	-6,999 % In- come	\$7,000 Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$0-2 Unite	55 In- come	\$2,500 % Units	-3,999 5 In- come	\$4,000 Wnits	1-8,990 % in- come	\$7,000 % Units	& Over % In- come
Adair	4.0	2,018	75.8	50.4	16.4	28.1	5.5	13.9	2.3	9.8	Canadian	8.1	3,978	34.8	11.0	30.0	24.1	25.3	32.6	10.4	31.7
Alfalfa	3.3	3,867	41.3	15.5	27.6	24.8	22.1	31.7	9.0	28.0	El Reno	3.9	4,001	30.1	10.1	30.0	24.8	30.0	38.4	9.9	27.5
Atoka	3.7	2,329	65.4	37.7	22.8	31.3	8.9	19.6	2.9	11.4	Carter	13.0	3,773	42.4	15.1	24.0	20.4	24.6	33.3	9.0	31.2
Beaver	2.3	4,988	28.0	7.8	30.9	19.9	25.0	25.8	16.1	46.7	Ardmore	7.2	3,875	42.1	14.6	24.5	20.2	23.4	31.0	10.0	34.2
Beokham	7.8	4,000	36.8	12.4	28.9	21.5	26.2	33.5	10.1	32.6	Cherakee	8.4	2,208	60.6	42.3	20.5	29.8	7.3	16.6	2.7	11.3
Elk City	3.0	4,251	34.6	10.9	23.2	17.5	30.6	36.9	11.6	34.7	Chectaw	5.9	2,223	00.8	42.1	18.5	26.7	9.4	21.7	2.3	9.5
Blaine	4.8	3,205	44.6	18.7	29.7	20.7	19.6	31.3	6.1	20.3	Cimarren	1.5	5,882	27.9	8.4	24.0	13.0	23.0	20.0	25.1	80.8
Bryan	8.3	2,547	61.0	32.2	23.9	30.1	11.6	23,3	3.5	14.4	Cleveland	18.3	3,081	53.7	23.4	21.7	22.5	18.8	31.3	5.8	22.8
Durant	3.7	2,915	53.6	24.7	24.1	28.5	17.1	30.0	8.2	18.8	Norman	14.3	3,071	55.1	24.1	20.4	21.2	18.4	30.7	6.1	24.0
Caddo	10.7	3,006	46.7	20.2	29.2	30.2	18.3	30.4	5.8	19.2	Coal	2.0	2,191	68.9	42.2	21.0	30.7	7.7	18.0	2.4	9.1
© SM. 1955.								-		-			11	Befor	re usin	g these	figure	es, see	explan	ation p	age 1



* A Radio Team You Just Can't Beat!

PLAYING TO "CAPACITY" AUDIENCES IN THE BILLION DOLLAR TULSA TRADE AREA OF EASTERN OKLAHOMA . . . and the RICH FT. SMITH MARKET OF WESTERN ARKANSAS.

> • TOP SHOWS • TOP PROMOTION AMPLE COVERAGE WITHOUT WASTE!

> > Use both stations for greater discounts.

KTUL TULSA, OKLAHOMA

KFPW

TULSA BROADCASTING CO. FT SMITH, ARKANSAS

AVERY KNODEL, Inc., National Representative

OKLAHOMA — M Income Breakdown of Consumer Spending Units — (Continued)

	Total	In- come			ET IN	COME	GROU	PS, 19	54			Total	in- come			ET INC	OME	GROU	PS, 198	54	
COUNTIES	Con- sumer Units (thous.)	per Con- sumor Unit \$	% Units	2,490 % In- come	\$2,500 % Units	-3,999 % In- come	\$4,000 % Units	6,999 % In-	\$7,000 % Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$0-2 % Units	,499 % In- come	\$2,500 % Units	-3,999 % In- come	\$4,000 Wnits	% In-	\$7,000 % Units	& Ove
Comancho	24.7	3,521	43.7	16.7	24.9	22.6	28.2	33.7	8.2	27.0	Nobie	3.9	3,473	41.5	16.0	27.6	25.5	23.4	34.5	7.5	24.0
Lawton	19.5	3,630	41.3	15.2	25.5	22.4	24.5	34.6	8.7	27.8	Newata	3.9	3,089	49.1	21.4	28.6	24.5	21.6	35.7	8.7	18.4
Cotton		3,181	49.2	20,8	25.9	28.0	17.5	20.3	7.4	24.9	Okfuskee	4.6	2,500	61.9	33.2	22.3	28,3	12.3	25.1	3.6	13.4
raig		2,587	58.7	30.8	25.4	31.8	12.4	24.9	3.5		Oklahoma	132.8	4,529	28.3	8.4	26.5	18.7	31.6	35.8	13.6	37.1
reek		3,323	45.0	1000	23.8	22.8	25.4	39.2	8.8		Oklahoma City.	104.1	4,527	28.4	8.4	26.8	18.9	31.2	35.4	13.6	37.3
apulpa		3,628	37.6		27.0	23.8	28.4	40.2	7.0		Midwest City	5.8	4,954	19.0	8.1	23.2	15.0	41.4	42.8	16.4	37.
uster		3,436	44.8	22.42	28.2	26.2	19.9	29.6	7.6		Okmulgee	14.4	3,203	47.8	20.0	25.8	25.4	21.6	34.6	5.3	20.
linton		3,800	38.1		30.1	25.4	22.4	30.2	9.4	31.0	Okmulgee	7.5	3,241	47.0	19.5	26.8	28.5	20.5	32.4	5.7	21.
Pelaware		2,262	67.8		21.5	30.5	8.0	18.4	2.7	10.7	Ouage	9.7	3,755	39.7	14.2	22.2	18.8	29.6	40.4	8.5	- 28.
Dewey		2,992	52.0	23,3	24.5	26.2	17.8	30.5	5.7	20.0	Ottawa	10.4	3,429	42.7	18.7	27.3	25.5	23.9	35.8	6.1	22.
Ellia		4,524	36.1	200	27.1	19.2	21.6	24.5	15.2		Miami	4.4	3,939	33.9	11.5	28.9	21.9	30.5	39.8	8.7	28.
Barfield		3,987	34.0		28.3	22.7	27.9	35.8	9.8		Pawnes	4.3	2,821	53.2	24.5	24.3	26.6	17.2	30.1	5.8	18.
Enid	15.2	4,112	31.4		28.2	22.0	30.2	37.5	10.2		Payne	29.3	3,110	\$2.7	22.8	21.5	22.1	20.0	33.0	5.8	22.
Barvin		3,390	45.1	17.9	23.9	22.5	24.1	36.5	6.9		Stillwater	10.8	2,790	61.6	29.7	17.1	19.7	16.4	38.0	4.9	20.
Pauls Valley	2.4	3,721	34.8	12.4	27.4	23.6	30.6	42.1	7.7	21.0	Cushing	4.0	3,966	36.8	12.5	24.1	19.5	29.0	37.3	10.1	30.
									1		Pittsburg	11.6	2,964	53.0	23.5	26.4	28.5	16.5	28.8	5.1	19.
Brady		3,170	50.8	21.2	26.3	28.4	16.9	27.3	6.8	25.1	Mc Alester	6.2	3,384	43.6	17.3	28.2	28.7	21.1	31,9	7.1	24.
hickasha		3,320	49.0		25.1	24.2	17.9	27.6	8.0												
Irant		4,216	39.8	12.6	27.8	21.1	19.9	24.2	13.0	42.2	Pentoto:	9.9	3,381	46.1	18,3	25.2	23.9	23.3	33.8	6.4	24.
lreer	3.5	3,211	45.8	19.0	30.5	30.4	16.6	26.8	7.4	24.3	Ada	0.1	3,723	42.3	15.3	24.5	21.0	24.6	33.9	8.6	29.
farmen	2.3	4,822	37.7	10.8	25.4	16.8	19.1	20,3	17.8	82.4	Pettawatemie.	14.2	3,202	46.9	19.7	28.5	28.4	21.1	33.8	5.5	20.
farper	. 2.0	4,720	38.5	9.8	27.1	18.3	23.0	25.1	16.0	47.0	Shawnee	10.5	3,328	44.9	18.1	28.3	25.2	22.7	34.9	6.2	21.
faskell	. 3.6	2,406	61.8	34.3	24.6	\$2.8	11.8	25.2	2.1	7.7	Pushmataha	3.1	2,196	70.0	42.8	19.9	29.0	7.5	17.4	3.6	10.
Hughes	. 8.0	2,856	57.6	29.1	24.0	28.9	14.1	27.3	4.3	14.7	Roger Mills	2.1	3,031	44.5	10.7	32.1	33.9	18.7	31.6	4.7	14.
lackson	6.5	3,555	42.0	15.9	81.2	28.1	18.5	26.6	8.3	29,4	Rogers	6.8	2,916	52.1	24.0	24.9	27.3	17.8	31.4	8.2	17.
Altus		3,555	42.4	16.0	30.5	27.5	18.9	27.3	8.2	29.2	Seminole	11.0	3,865	41.4	15.2	21.8	18.6	30.4	42.5	8.0	23.
Jeffersen	. 3.3	3,010	51.1	22.8	26.9	28.6	15.8	26.9	6.2	21.7	Seminole	3.9	3,844	86.0	12.6	24.4	20.3	32.5	43.3	7.1	23.
lahnston	. 3.0	2,196	69.8	42.5	19.6	28,6	8.7	20.2	2.2	8.7	Sequoyah	5.0	2,290	65.3	38,3	23.9	33.4	8.5	19.0	2.3	9.
Kay	17.8	4,245	32.6	10.1	24.2	18.3	82.9	39.7	10.9	31.0	Stephens	12.8	3,912	35.2	12.1	26.0	21.3	29.4	38.5	9.4	28.
Ponca City	8.1	4,798	25.1	7.1	23.0	15.4	37.2	39.7	14.5	37.8	Duncan	8.4	4,233	30.0	9.5	24.9	18.8	33.8	40.9	11.3	30.
Blackwell	3.4	3,894	33.0	11.4	24.7	20.3	35.2	46.3	7.1	22.0	Texas	8.5	8,177	26.3	8.7	21.1	10.9	29.4	24.4	23.2	50.
		130					1		1		Guymon	2.0	8,051	22.5	5.0	20.0	10.6	35.6	30.1	21.9	54.
Kingfisher	. 3.8	3,000	40.8	14.8	27.2	23.7	23.2	31.1	9.8	30.3	Tillman	8.1	3,478	43.6	16.8	28.0	25.7	19.1	28.3	9.3	29.
Clowa	6.0	3,417	42.4	10.0	29.2	27.4	19.5	20.3	8.9	28.7	Tulsa	100.2	4,970	27.6	7.4	24.6	15.9	33.1	33.1	15.7	43.
atimer	. 2.9	2,356	64.1	36.6	23.6	32.0	9.4	20.5	2.9	10.9	Tulsa	86.1	5,053	27.2	7.2	24.8	15.4	82.2	32.6	16.8	44
e Flore	. 9.5	2,458	61.1	33.6	23.6	30.8	11.8	24.5	3.1	11.1		1001		1		1	4				
Lincoln	. 6.5	2,897	58.1	24.7	23.7	26.2	18.0	31.8	5.0	17.3	Wagener	4.5	2,505	60.9	32.7	23.8	30.4	11.5	23.4	3.8	13.
Logan	. 8,4	2,982	54.1	24.5	23.0	24.7	16.8	28,9	5.7	21.8	Washington	12.4	5,345	26.7	6.7	21.6	12.9	32.3	31.0	19.4	49
Juthrie	4.1	3,176	49.7	21.0	24.5	24.7	19.6	31.7	6.2	22.6	Bartlesville	8.0	5,955	21.7	4.9	20.9	11.2	34.0	29.3	28.4	84
.eve	2.8	2,395	63.5	35.4	23.4	30.0	11.3	24.2	3.1	10.4	Washita	6.2	3,418	40.9	18.1	30.0	28.1	21.8	32.8	7.3	23
McClain	4.2	2,848	52.8	24.7	27.0	30.3	16.0	28.9	4.8	16.1	Weeds	5.3	4,240	36.5	11.6	26.3	19.8	24.4	29.5	12.8	39
McCurtain	8.1	2,185	67.1		22.3	32.7	8.1	18.9	1.7	8.8	Alva	2.5	4,048				21.1			100000	-
Meintosh		2,201	68.1		31.1		7.6				Woodward		3,815					33333	N 5000	1 1 1 1 1 1	
Major		3,587	39.5		28.5				1000	28.5	Woodward	2.2	4,008		11.8			1			36
Marshall		3,201	49.7		21.1		22.8				-		-	-							
Mayes		2,656	56.4		25.3				3.8		Total Above									1 3 4	
Murray		2,999	51.0		26.1				6.4		Cities	388.5	4,276	34.1	10.7	25.2	18.9	28.7	34.4	12.0	36
Muskogee		3,375	47.8	1000	1		-					-	1	-							
Muskogee		3,761	41.5		24.8					31.0	State Total	770.5	3,780	41 4	14.8	28 1	21.4	23.9	32.5	9.4	31

Muskogee.... 14.7 | 3,781 | 41.2 14.7 | The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

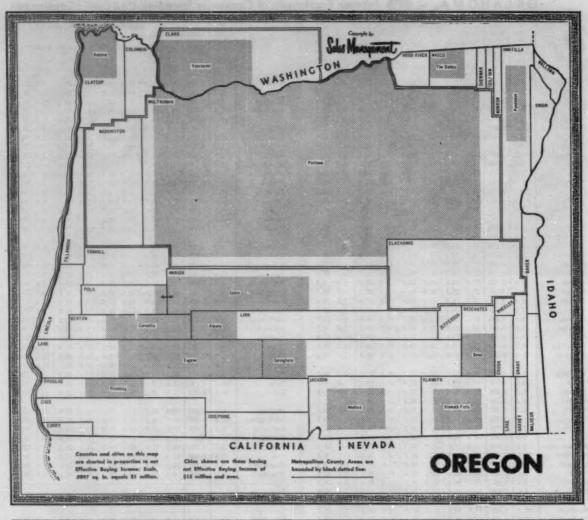
21.1 | 24.3 | 33.2 | 9.7 | 31.0 | | State Total ... | 770.6 | 3,760 | 41.6 | 14.8 | 25.1 | 21.4 | 23.9 | 32.5 | 9.4 | 31.2 |

(Other Pacific States: California, Washington.) — OREGON — Counties and Cities

Oregon state	map—page 602	Pop.	N	UMBE	R OF O	UTLET	В	THE STATE OF	The land	Pop.	N	UMBE	R OF O	UTLET	8
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Albany	.Linn	13.5	30	10		18	5	McMinnville	.Yamhill	7.7	16	6	8	16	1
Astoria	.Clatsop	14.2	41	8	12	17	5	Medford	. Jackson	19.1	46	8	25	28	7
Baker	. Baker	9.5	29	6	- 9	17	5	Ontario	. Malheur	4.9	13	4	6	10	4
Bend	. Deschutes	12.1	36	5	13	20	5	Oregon City	. Clackamas	8.3	40	10	6	15	
Coos Bay	.Coos	6.6	25	4	11	17	6	Pendleton	.Umatilla	14.3	28	5	9	18	1
Corvallis	. Benton	18.2	28	6	10	21	5	Portland	. Multnomah	409.8	1,007	127	232	218	174
Eugene	.Lane	43.0	99	17	36	38	16	Redmond	.Deschutes	3.5	8	4	7	10	
Grants Pass	. Josephine	9.0	25	7	11	19	4	Roseburg	. Douglas	10.3	23	7	14	18	
Hillsbore	Washington	5.8	16	5	6	17	1	Salem	. Marion	44.9	107	17	37	51	14
Klamath Falls	.Klamath	16.2	52	12	25	30	17	Springfield	.Lane	12.4	23	3	7	8	
La Grande	Union	8.9	34	7	10	12	3	The Dalles	. Wasco	10.4	25	4	11	13	
Lebanon	Linn	6.8	19	5	11	11	6	Tillamook	.Tillamook	4.2	13	3	4	14	- 4

- 100	Metro	0	POPULA ES 1/1	TIMATI	ES	40/7	TIVE BI				alest.	•	777	L SALES	1054			SALES ADVER ING CONTR	T18-
COUNTIES	politan Area	Total	%	Fami-	Urban-	Net	5%	Per	Per	Dollara	%	Coun- ty	(kr		ORE GRO			Buying	Ount-
	6	(thou- sands)	U.S.A.	(thou- sands)	Population (thou-sands)	Deliars (add 000)	% U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- dex
Baker		15.5 9.5		5.1 3.1	1	21,347 14,158			4,186	17,666 15,421	.0104	3,464	3,826	1,916	742 808	5,484 5,180	508 422	.0093	98
Benton		36.0 18.2		10.3	18.2	57,433 34,024		1,595	5,570 7,088	31,846 27,371		3,002	7,184 5,106	3,071	1,568 1,425	8,382 8,113	628 452	.0214	1 .

© SM, 1955.



0	D	E	-	0	M	-	(Cantinua	11
U	L	E	U	v	1.4	-	Continue	(D)

The "SM" symbols mark original, exclu-

		0	POPULA ES 1/1	TION TIMATI	25	- CO// D	TIVE B					0	777	SALES	-1954			SALES ADVER INC	TIS-
COUNTIES	Metro- politan Area	Total	01	Fami-	Urban-	Net	Or.	Per	Per	Dollara	07	Ceun-	(ir		TORE GRO			Buying	Ouni
		(thou- sands)	% of U.S.A.	lies (thou- sands)	Popu- lation (thou- sands)	Deilars (add (000)	of U.S.A.	Gap- ita	Eam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Otacksmis	111	93.9	.0578	30.2	41.7	133,338	.0531	1,420	4,415	65,204	.0383	2,159	17,347	3,109	3,387	15,165	1,871	.0496	86
Oregon City		8.3	.0051	2.8		13,006	.0052	1,567	4,645	23,935	.0141		5,140	1,576	2,155	8,026	842	10079	158
Clatsop		33.2	.0204	11.1	17.7	56,532	.0226	1,703	5,083	41,043	.6242	3,898	11,671	2,072	1,701	8,189	856	.0227	111
Astoria		14.2	.0087	5.0		27,296	.0109	1,932	5,459	27,940	.0164		6,150	1,776	1,415	7,496	519	.0121	139
Columbia		22.6	.0139	7.2	4.7	29,213	.0116	1,293	4.067	19,000	.0112	2,840	6,864	968	978	3,925	448	.0119	86
Coos-Bay-		52.3	.0322	17.4	19.0	89,067	.0358	1,704	5,121	61,985	.0364	3,582	15,909	4,307	3,920	13,965	1,349	.0151	100
North Bend		13.5	.0083	4.5		20,140	.0104	1.936	5,809	36,236	.0213	1000	7,575	3,098	2,435	8,968	711	.0133	186
Coos Bay		6.6	.0041			14,665		2,222	8,686	28,161	.0166	6	5,133	2,480	1,671	8,619	563	.0087	212
Oreek		9.4	.0008	2.6	3.6	15,103	.0063	1,686	6,097	8,599	.0051	3,307	2,500	281	411	1,462	266	.0050	100
Curry		7.6	.0046	2.7		10,893	.0049	1,328	3,738	6,473	.0638	2,397	2,670	539	189	501	182	.0041	89
Deschutes		21.2	.0131	6.1	15.6	33,016	.0131	1.557	4,785	36,361	.0214	5,270	7,579	1,892	1,728	9,972	782	.0156	110
Bend	1	12.1	.0074	3.9		20,066	.0080	1,658	5,145	20,509	.0120		4,773	1,385	1,454	5,751	519	.0091	123
Redmond	1	3.5	.0022	1.1		6,413	.0026	1,832	5,830	13,832	.0082		2,122	489	261	4,100	171	.0042	191
Douglas		00.2	.0426	21.1	10.3	101,777	.0406	1,47	4,824	70,876	.0417	3,350	20,696	5,440	3,865	13,994	1,729	.0413	-
Roseburg		10.3	.0063	3.1	L L	20,437	.0081	1,984	6,593	35,825	.0211		6,224	3,964	2,338	10,973	918		184
Gilliam		2.1	.0017	1.0		5,141	.0020	1,837	5,143	4,016	.0021	4,01B	540	235	53	596	. 91	.0021	
Grant		9.1	.0056	2.6		16,388	.0066	1.801	6,303	8,553	.0050	3,290	1,907	888	518	2,051	211	.0056	8 104

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Before using these figures, see explanation page 11.

To <u>SELL</u> Mr. and Mrs. Portland... you must <u>know</u> them!

meet these
important
customers in
the <u>Oregon Journal's</u>
1955
Consumer Analysis

There's more to selling Mr. and Mrs. Portland than meets the eye.
For instance—do you know his favorite smoke, how he shaves, what brand of beer he prefers?
And do you know how she buys for her family, what cosmetics she prefers, what kind of store gets the most of her food dollar? Do you know how they both take to your product?

The Oregon Journal's exclusive 1955 Consumer
Analysis is a MUST for every sales manager interested
in Portland, Oregon. It is a sensitive barometer of current
brand preference and sales trends for any advertiser,
and the ONLY comprehensive, scientific analysis of this
billion-and-a-quarter dollar market. Write for FREE copy today.

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Represented Nationally by O'Mara & Ormsbee, Inc. Member Metropolitan Comic and Pacific Sunday Magazine Gre



TWIN-CITY CORPORATE

RETAIL SALES (Eugene-Springfield) \$113,323,000*

FOOD SALES (Eugene-Springfield) \$18,570,000*

RETAIL LINEAGE (1954) -10,046,232 Lines

CLASSIFIED LINEAGE (1954) 2,958,508 Lines

RETAIL FOOD LINEAGE (1954) 1,394,260 Lines

DEPT. STORE LINEAGE (1954) 2,546,222 Lines

For Complete Market Data, See SAWYER-FERGUSON-WALKER
NEW YORK * CHICAGO * DETROIT * PHILADELPHIA * ATLANTA * SAN FRANCISCO * LOS ANGELES

OREGON - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro	0	POPULA ES 1/1	TION TIMATE /55	ES	6077	TIVE B					•	2773	SALES IMATES	1954			ADVER ING CONTR	TIS-
CITIES	politan Area	Total	%	Fami-	Urban- ized	Not	9%	Per	Per	Dellare	0/_	Goun-	(in		ORE GRO			Buying	Qual-
		(thou- sands)	of U.S.A.	lies (thou- sands)	Population (thousands)	Dellare (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	u.s.a.	Sales Per Fam- ily	Food	General Mdee,	Furn House- Radio	Auto- metive	Drug	Power	ity in- dex
Harney	er we	8.4	.0039	2.0		10,847	.0044	1.701	5,444	8,544	.0051	4,272	1,757	511	128	2,997	. 75	.0045	115
Hood River	1911	12.9	.0079	3.8	3.8	17,167	.0068	1,330	4,390	14,538	.0085	3,728	4,002	1,206	672	2,943	300	.0076	96
Jackson		88.4	.0421	22.3	29.8	101,648	.0405	1,486	4,558	83,952	.0494	3,788	15,609	7,133	4,571	21,054	1,965	.0435	103
Medford	1	19.1	.0117	6.7		33,422	.0183	1,750	4,988	55,653	.0327		9,169	5,794	3,901	17,473	1,267	.0188	161
Jefferson	415	7.0	.0043	2.1		10,143	.0040	1,449	4,830	6.224	.0037	2,964	1,161	274	117	569	100	.0039	91
Josephine		30.3	.0187	10.2	9.0	40,248	.0160	1.328	3.946	38,147	.0224		9,263	2,583	1,310	7,283	1.048	.0185	
Grants Pass		9.0	.0055	3.3	1000	14,130	.0056	1.570	4,282	28,499	.0108	-	5.945	2,210	1,085	6,103	799	.0089	
Klamath		42.2	.0289	13.3	25.7	72,471			5,449	62,491	.0367	4,890	13,365	6,229	2,796	18,378	1.635	.0306	
Klamath Falls.		16.2	.0100	5.4		33,300			6,167	50,782	.0299		8,913	5,881	2,496	16,096	1,480	.0176	
Lake		8.8	.0040	2.0	2.8	10,994	.0044	1.891	5,487	9,909	.0059	4,955	1.994	724	359	2,478	418	.0048	120
Lame		148.9	.0816	46.8		942,916			5,191	162,674			38,821	18,190	9,757	31,861	3,515	.0053	1
Eugene-				-				.,						10,100					104
Springhold		55.4	.0341	17.8	1000	108.674	0.191	1 907	8.144	115.383	.0000		18.570	15,597	7,949	25.851	8,419	.0479	140
△Eugene		43.0		13.5		86,576			6.413	102,300			15,344	15,423	7,703	24,946	2,392	.0406	
Springfield		12.4		3.7		800.01			5.162	11,023		3	3,226	174	246	905	27	.0073	1
Lincoln	100	23.6		8.0		31,930			3,961	24,573	7,47,500	3,072	7,565	1,137	1,042	4,875	415	.0136	
Linn		63.2	.0300	19.6	23.2	89,106	.0351	1.394	4,495	74,089	.0436	3,779	17,684	5,378	3,348	13.332	1,362	.0395	99
Albany		13.5	.0083	4.5		23,310			5,180	36,384	.0214		7,137	3,445	1,729	8,290	677	.0127	100
Lebanou		6.8		1.9		9,876			5,198	17,357	.0102		4,052	1.081	1.244	- 4,136	400	.0059	
Malbour		23.0		6.5		27,005			4,261	30,006		4.618	4.273	3,219	1,254	5.624	737	.0136	
Ontario		4.9		1.4		8,244			5,889	15,935	.0094	4,010	1,944	1,631	804	4,739	388	.0051	-
Marion		107.7		32.0		148,466			4,864	127,731	.0751	3,918	25,900	13,465	7,881	32,485	3,074	.0653	90.0
1△Salem		44.9		14.0		73,220			5,230	93,750		3,310	16,760	11,657	6,436	28,821	2,358	.0367	
Morrow		8.0	.0031	1.4		8,280	.0032	1.652	5,900	5,586	.0033	3,990	1,248	230	122	1.044	74	.0032	103
Multnomah		504.7			482.8	911,632			5,212	773,511	.4549	0.000	167,487	146,427	38,918	155,378	16,208	.3802	
↑APortland		409.8		143.2		773,368			5,401	713,857	.4198	1	141,913	145,089	37,990	150,105	14.512	.3304	
Polk		26.0	1	8.0		34,540			4,318	18,082			5,130	1,522	913	2,313	460	,0132	
1∆Salem								-		4	10.0			.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					
Sherman		2.1	.0013	.7		5,138	.0020	2.336	7,340	2,456	.0014	3,807	467		95	812	32	.0017	131
Tillamook		21.0	.0134			32,718			4,674	22,868		3.267	6.507	1,182	802	4.084	690	.0133	
Tillamook		4.3	.0026	1.3	3	7,211			5.547	15,322	77000		2,884	968	690	3,831	476	.0047	
Umatilla		48.5	.0301	18.4	18.6	78,237			4,888	53,906			11,828	2,801	1,648	12,031	1,700	.0395	
Pendletoa		14.3	.0088	4,5	2	23,071			5,493	29,938			4,971	1,940	1,156	9,257	833	.0114	132
Union		18.0	.0111	5.1	8.0	24,762	.0091	1,37	8 4,197	20,791	.0122	3,525	4,449	1,832	1,112	3,807	742	.0100	97
La Grande		8.	0 .0034	3.	0	13,420			9 4,478	16,069			3,027		926	3,263	575	10066	120
Wallowa		6.	7 10041			9,26			3 4.413	7,10						7,000		.0031	
Wasce		19.				29,44		- Care	0 4,600	27,54		2 4,304	1					.0131	-
The Dalles	1	10.				17,30			4 4.944				4,636						

1 Salem is in Marien and Polk Counties, 2 Gent. Midse, sales include small order catalog sales. See page 20.

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Before using these figures, see explanation page 11. A and \triangle See end of state for SM Metropolitan County Areas.



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- 4. Media penetration and duplication.
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For more facts, contact Weed & Co., National Representative or Frank Kincaid & Associates, Northwest Representative in Seattle

*Conlan Survey, Jan., 1955

OREGON - (Continued)

KERG-1280 KC-EUGENE, OREGON

	Metro-	6	POPULA ES 1/1	TION TIMATI	ES	40/7	TIVE BI		4		0		L SALES	1964				SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Net	62	Per P	er Dellars	92	Gaun-	(le	FIVE ST	ORE GR		(00)		Buving	Oua
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thousands)	Dellars (add 000)	of U.S.A.	Cap- F	m- (add y 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdes.	Furn,- House- Radio	Auto- motiv		Drug	Power	ity in- dea
Washington Hillsbore Whseler Yamhill McMinnville	111	71.6 5.8 3.1 39.6 7.1	.0036 .0026 .8208	22.9 3.1 1.1 10.7 2.5		100,830 9,833 4,889 43,378 13,548	.0037 .0020 .0173	1,528 4, 1,600 4, 1,559 4, 1,200 4, 1,750 5,	144 20,03 535 1,77 654 38,84	0 .0118 7 .0010 8 .0217	1,615	16,063 3,019 289 8,726 3,120	3,323 1,201 484 2,818 1,825	1,801 579 1,605 920	8,5	-	1,268 431 33 832 323	.0404 .0061 .0017 .0193	166 88 93
Total Above Citie		713.6	.4390	240.2		1,308,502	.5911	1,834 5,	448 1,440,70	4 .8474		273,800	217,306	80,420	357,3	308 3	1,931	.6026	137
State Total	-	1 674	1.0297	844.0	907.2	2 881 073	1 0000	1 890 4	892 2,040,00	2 1 1000	3 780	472,735	248,467	100,453	434	100 4	6,513	1.0957	100
OREGO	N.			-		tan C		-		1.1000	1 9,100	412,100	240,401	100,100	1 404.	1001 4	araid	1,000	100
Portland		760.		_	-	1,292,780		1,699 5	_	0 .5879	3,763	220,705	157,845	47.458	197.	388 2	1,138	. 5215	111
△Eugene	. 191	148.	.0016		60.3	242,910 148,486	.0967	1,631 5 1,378 4	191 182,67	4 .0966	3,476	38,621 25,960		9,757	31,4	861	3,515 3,074	.0953	104
			-	-			-	-		-						_			-
	N.	1,017.	-	-	-	1,004,122 reakdo	-	-	012 1,256,00 nsumer		3,738 ding	Units	189,500	65,094	201,0	082 2	7,724	.0021	10
OREGO	Total	In- come	-	ncon	ne Br		wn o	-	nsumer	Spend	ding	Units	199,500	NET IN			L		100
OREG COUNTIES CITIES		in-	-	NET	ne Br	eakdo e enoups	WN 0	f Col	nsumer		ding	Units In- come per Con- sumer	\$0-2,499 % In Units con	NET IN:	COME (GROU \$4,000	L	154	& Ove
COUNTIES	Total Con- eumer Units	in- come per Con- sumer Unit	30-2,40 % in	NET	NCOME	eakdo E GROUPS 34,000-6, % ii Units co	WN 0	f Col	co	Spend	Total Consumer Units (these.	Units Income per Consumer Unit 8	\$0-2,499 % In	NET IN	COME (GROU \$4,000	0PS, 19 0-6,999 % In- come	\$7,000 4 % Units	& Ove
COUNTIES CITIES	Total Con- sumer Units (thous.) 5.4 3.4	in- come per Cen- sumer Unit 8 3,636 4,133	30-2,49 % II Units ou 36.5 12 32.5 10	NET : 82,1 6 7 7 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ne Br INCOME 100-3,999 10- 10- 10- 10- 10- 10- 10- 10- 10- 10-	eakdo e anoups 34,000-6, 5, 100-6, Units co 27.6 38 31.6 36	wn o 1, 1984 1999 \$7,0 % 10- 10- 10- 10- 10- 11- 11- 11-	f Col	Gran	Spend dunties dities	Total Consumer Units (these.	Units income per Censumer Unit 8 4,886 4,488	\$0-2,499 % In Units con 25.9 7. 30.4 9.	NET INC. \$2,500 % ne Units 1 23.4 1 20.7	-3,999 % in- came 18.3 14.7	GROU \$4,060 Units 32.2 32.3	33.8 36.9	\$7,000 4 % Units 13.5 16.6	% Ove % in- come
COUNTIES CITIES Baker	Total Con- sumer Units (thous.) 5.4 3.4 15.6	in- come per Cen- sumer Unit 8 3,636 4,133 3,675	30-2,40 % 11 Units cu 36.5 12 32.5 10 43.2 16	NET \$2,1	100-3,999 100-3,999 10-10 come 4 20.6 7 19.1 0 20.0	eakdo a 34,000-6, % i Units co 27.6 38 31.6 36 23.9 33	wn o i, 1984 	f Col	Gran Harri Hook	Spend Sunties Suries	Total Consumer Units (theus.	Units in-come por Gen-sumor Unit \$ 4,888 4,488 4,489 4,150	\$8-2,499 % In Units con 25.9 7. 30.4 9. 26.9 8.	NET INC. \$2,500 % to Units 1 23.4 1 20.7 7 27.1	-3,999 % in- came 18.3 14.7 20.9	34,000 Units 32.2 32.3 34.1	33.8 36.9 42.1	\$7,000 & Stricts 13.5 16.6 11.9	% Ove % in- come 43.8 39.3 28.3
COUNTIES CITIES Baker	Total Con- sumer Units (thous.) 5.4 3.4 15.6 9.9	In- come per Cen- sumor Unit \$ 3,838 4,133 3,875 3,431	\$0-2,49 % ir Units coi 36.5 12 32.5 10 43.2 18 49.4 18	NET \$2,1 1 1 1 1 1 1 1 1 1	100-3,999 100-3,999 10-10 10-20.0 10-10 10-20.0 10-20.0 10-20.0 10-20.0 10-20.0	eakdo E GROUPS 34,000-6, Units co 27.6 38 31.6 38 23.9 33 21.0 31	WN 0 3, 1984 399 \$7.0 % % % % % % % % % % % % 99 \$7.0 % % % % % 10.0 11.3 3.3 9.1 1.4 9.1 9.1 9.1 9.1 9.1 9.1 9.1 9.1	f Col 00 4 Over %- ts come 5 31.0 2 31.2 9 30.9 1 30.1	Gran Harri	Spend CUNTIES CITIES t	Total Consumer Units (these.	Units In- come por Con- sumor Unit \$ 4,886 4,488 4,150 4,348	\$8-2,499 % In Units con 25.9 7. 30.4 9. 26.9 8. 30.4 9.	NET IN: \$2,500 % ne Units 1 23.4 1 20.7 7 27.1 4 23.7	2,999 % forcome 18.3 14.7 20.9 17.4	32.2 32.3 34.1 32.7	33.8 36.9 42.1	\$7,000 & \$7,	43.8 39.3 28.3 34.6
COUNTIES CITIES Baker	Total Consumer Units (thous.) 5.4 3.4 15.6 9.9 30.9	In- come per Cen- sumer Unit \$ 3,838 4,133 3,875 3,431 4,322	\$0-2,499 % 10 Units col 36.5 12 32.5 10 43.2 16 49.4 18 30.0 9	NET 82,1 6 7 1 1 1 1 1 1 1 1 1	NCOMI 100-3,999 %- 10-3,999 %- 10-3,999	eakdo sa,000-6, 27.6 38 31.6 38 23.9 33 21.0 31 33.6 38	WN 0 3, 1984 399 \$7.0 % % % % % % % % % % % % %	f Col 00 4 Over %- ts come 5 31.0 2 31.2 9 30.9 1 30.1 9 33.4	Gran Harri Hood Jacks Medi	Spend duries diffes t	Total Com- sumor Units (theus. 3.4 2.4 4.1 23.4 7.0	Units In- come por Con- summer Unit \$ 4,886 4,488 4,180 4,180 4,348 4,986	\$8-2,489 % In Units cen 25.9 7. 30.4 9. 26.9 8. 30.4 9. 25.8 7.	NET INI \$2,500 % Units 1 23.4 1 20.7 7 27.1 4 23.7 1 21.8	2,999 % forcome 18.3 14.7 20.9 17.4 14.5	32.2 32.3 34.1 32.7 36.1	33.8 36.9 42.1 38.6 38.5	57,000 & 57,	\$ Ove % fn- come 43.4 39.3 28.3 34.6 30.9
COUNTIES CITIES Baker	Total Consumer Units (thous.) 5.4 3.4 15.6 9.9 30.9 3.1	In- come per Cen- sumer Unit 8 3,636 4,139 3,675 3,431 4,322 4,162	\$0-2,490 % 10 Units col 36.5 12 33.5 10 43.2 18 49.4 18 30.0 8 29.3 9	NET	NCOMI 100-3,999 100-	eakdo at.000-6, at.0	999 \$7,0 5.9 10. 9.1 11. 3.3 9. 1.4 9. 9.9 12. 8.8 11.	F Colored State Come 5 31.0 2 31.2 9 30.9 1 30.1 9 33.4 4 28.0	Gran Harri Hood Jacks Medi	Spend duties dities t	Total Consumer Units (theus. 3.4 4.1 23.4 7.0 2.3	Units In- come por Con- sumer Unit \$ 4,888 4,489 4,149 4,148 4,986 4,393	\$0-2,499 % in Units cen 25.9 7. 30.4 9. 26.9 8. 30.4 9. 25.5 7. 27.4 8.	NET INC \$2,500 \$2,500 Units 1 23.4 1 20.7 7 4 23.7 1 21.8 4 25.6	18.3 14.7 20.9 17.4 14.5 18.6	\$4,060 \$4,060 Units 32.2 32.3 34.1 32.7 36.1 31.8	33.8 36.9 42.1 38.6 38.5 37.1	\$7,000 4 \$6 Units 13.5 16.6 11.9 13.2 16.6 15.2	\$ Ove % fn-com 43.6 39.3 28.3 34.6 35.0
COUNTIES CITIES Baker Baker Benten Corvalia Chackamas Orogon City	Total Con- sumer Units (thous.) 5.4 3.4 15.6 9.9 30.9 3.1 13.4	In- come per Con- sumer Unit 8 3,836 4,133 3,875 3,435 3,435 4,182 4,182 4,208	30-2,490 % in Units ca 36.5 12 32.5 10 43.2 16 43.2 16 43.4 19 30.0 9 29.3 9 29.3 9	NET \$2,1 1 1 1 1 1 1 1 1 1	MO-3,999 (Mo-3,999 (Mo-3,999 (Mo-3,999 (Mo-3,999) (Mo-3	E GROUPS 4 4,000-6, 5 6 Units co 27.6 34 31.6 36 23.9 33 21.0 31 33.6 36 37.8 44 33.5 46	wn o 1, 1984 1999 \$7,0 % % % % % % % % % % % % %	F Col. 100 & Over 100	Gran Harri Hood Jacks Med Jeffe Joses	Spend SUNTIES L	Total Consumer Units (theus. 3.4 4.1 23.4 7.0 2.3 10.4	Units In- come per Com- sumer Unit \$ 4,886 4,489 4,150 4,150 4,384 4,886 4,393 3,882	\$8-2,489 % In Units cen 25.9 7. 30.4 9. 26.9 8. 30.4 9. 25.8 7.	NET INC \$2,500 0 Units 1 23.4 1 20.7 7 27.1 1 21.8 4 25.6 1 24.7	2,999 % forcome 18.3 14.7 20.9 17.4 14.5	\$4,060 \$4,060 Units 32.2 32.3 34.1 32.7 36.1 31.8 27.4	33.8 36.9 42.1 38.6 38.5	57,000 4 56 Units 13.5 16.6 11.9 13.2 16.6 15.2 10.2	\$ Ove % fn-com 43.6 39.3 28.3 34.6 35.0
COUNTIES CITIES Baker	Total Consumer Units (thous.) 5.4 3.4 15.6 9.9 30.9 3.1	In- come per Cen- sumer Unit 8 3,636 4,139 3,675 3,431 4,322 4,162	\$0-2,400 % ir Units ca 36.5 12 33.5 10 43.2 18 49.4 18 30.0 9 29.3 9 31.0 9 25.6 7	NET	MO-3,919 MO-3,919 Mo-1,919 Mo-1,9	E GROUPS 44,000-6, 54,000-6, 56, 6 10/118-6 27.6 34 31.6 34 23.9 33 21.0 37.3 41 37.3 41 37.2 41	999 \$7,0 5.9 10. 9.1 11. 3.3 9. 1.4 9. 9.9 12. 8.8 11.	f Col 004 Over % in- ts come 5 31.0 2 31.2 9 30.9 1 30.1 4 28.0 7 31.9 3 35.3	Gran Harri Hood Jacks Med Jones Gran Gran	UNTIES UNTIES t	Total Consumer Units (theus. 3.4 4.1 23.4 7.0 2.3 10.4	Units In- come por Con- sumer Unit 4,888 4,489 4,150 4,348 4,998 4,398 3,802 4,007	\$8-2,499 % in Units cen 25.9 7. 30.4 9. 26.9 8. 30.4 9. 25.5 7. 27.4 8. 37.7 13.	NET INI \$2,509 Units 1 23.4 1 20.7 7 27.1 4 23.7 1 21.8 4 25.6 1 24.7 9 21.2	18.3 14.7 20.9 17.4 14.5 18.6 28.5	\$4,060 \$4,060 Units 32.2 32.3 34.1 32.7 36.1 31.8	33.8 36.9 42.1 38.6 38.5 37.1 36.4	\$7,000 4 \$7,000 4 Units 13.5 16.6 11.9 18.2 16.2 10.2 12.0	\$ Ove fin- come 43.8 39.3 28.3 34.6 35.0 30.0
COUNTIES CITIES Baker Baker Benton Corvallio Clackamas Oregon City Clatese Astoria Columbia	Total Con- sumer Units (thous.) 5.4 3.4 15.6 9.9 30.9 3.1 13.4 6.8	In- come per Con- sumer Unit 8 3,838 4,139 3,675 3,431 4,322 4,182 4,182 4,206 4,564	\$0-2,49 % ir Units cas 33.5 12 33.5 12 33.5 12 30.0 9 29.3 9 81.0 9 25.6 7 29.3 8	NET \$2,1 1 1 1 1 1 1 1 1 1	100-3,999 100-3,	Teakdo E GROUPS 34,000-6, % 6 Units co 27.6 38 31.6 38 23.9 33 21.0 33 33.6 38 37.3 44 33.5 40 37.2 44 36.7 44	wn 0 3, 1984 3999 \$7,0 % % % % % % % % % % % % %	F Col. 004 Over 10- 10- 10- 10- 10- 10- 10- 10- 10- 10	Gran Harr Hoos Jack Med Jeffe Jones Gran Kian	Spend SUNTIES L	Total Consumor Units (thous. 3.4 4.1 23.4 7.0 2.3 10.4 5.5 18.0	Units In- come por Gen- aumor Unit 4,888 4,488 4,150 4,348 4,966 4,303 3,962 4,007 4,821	\$8-2,499 % in Units can 25.9 7. 30.4 9. 26.9 8. 30.4 9. 25.5 7. 27.4 8. 37.7 13. 36.1 11.	NET INC. \$2,500 \$ Units 1 23.4 1 20.7 7 1 21.8 4 23.7 1 21.8 4 25.6 9 21.2 8 23.9	18.3 14.7 20.9 17.4 14.5 18.6 20.5 16.6	32.2 32.3 34.1 32.7 36.1 31.8 27.4 30.7	33.8 36.9 42.1 38.6 38.5 37.1 38.4 38.4	37,000 4 Units 13.5 16.6 11.9 13.2 16.6 15.2 10.2 10.2 10.2	43.8 39.3 28.3 34.6 30.0 35.0 33.1
COUNTIES CITIES Baker Baker Benten Corvallis Clackamas Oregon City Clatesp Astoria Coes Counties Coes Counties Coes Counties Coes Counties Coes Counties Coes Coes Counties Coes Coes Counties Coes Counties Coes Coes Coes Coes Coes Coes Coes Co	Total Consumer Units (thous.) 5.4 3.4 15.6 9.9 30.9 3.1 13.4 6.8 7.4	In- come per Con- sumer Unit 8 3,838 4,139 3,675 3,431 4,322 4,182 4,206 4,206 4,564 3,970	30-2,400 % 1 Units cor 36.5 12 33.5 10 43.2 18 49.4 18 30.0 9 29.3 9 81.0 9 29.3 9 23.5 6 7	NET S2,6 S S S S S S S S S	NCOMI 100-3,999 100-	E GROUPS 34,000-6, 36 i 40,000-6, 37 i 40 i 31 i 30 i 31 i	WN O 1, 1864 1, 186	f Col 00 & Over % to come 5 31.0 2 31.2 9 30.9 1 30.1 9 33.4 4 28.0 7 31.9 3 31.9 3 31.9 3 31.9 9 37.0	Gran Harry Hoto Jack Med James Kian Kian	AUNTIES CITIES t	Total Consumer Units (these. 3.4 4.1 23.4 7.0 2.3 10.4 3.1 15.0 6.6	Units	\$0-2,499 % in Units cen 25.9 7. 30.4 9. 26.9 8. 30.4 9. 25.5 7. 27.4 6. 37.7 13. 36.1 11. 23.4 8.	S2,509 SUnits 1 23.4 1 20.7 7 27.1 21.8 4 25.6 1 24.7 9 21.2 5 23.9 0 21.5	18.3 14.7 20.9 17.4 14.5 18.6 20.5 16.6 15.9	32.2 32.3 34.1 32.7 36.1 31.8 27.4 30.7 35.9	33.8 36.9 42.1 38.5 38.5 37.1 38.4 38.4	\$7,000 4 Whits 13.5 16.6 11.9 18.2 16.6 15.2 10.2 12.0 16.8 18.7	\$ Ove % in- ceme 43.8 39.3 28.3 34.6 30.0 33.1 39.4
OREGO COUNTIES CITIES Baker	Total Consumer Units (thous.) 5.4 3.4 15.6 9.9 30.9 3.1 13.4 6.0 7.4 18.7 2.7 2.9	in- come per Cen- sumer Unit 8 3,836 4,133 3,875 3,431 4,322 4,182 4,296 4,296 4,504 4,504 4,504 4,504 5,497 5,465	\$0-2,49 % if Units ca 36.5 12 32.5 10 43.2 18 49.4 18 30.0 9 29.3 9 81.0 9 25.6 7 29.3 6 18.4 4 19.5 4	MET S2,1 S S S S S S S S S	HOCOMI 100-3.999 100	eakdo E GROUPS 34,000-6, % 6 Units ce 27.6 34 31.6 34 23.9 33 21.0 31 33.6 33 37.3 44 33.5 4 35.7 44 36.8 4 36.9 3	WN 0 3, 1984 999 \$7,0 % 6,0 10.0 11.1 13.3 9,1 14.4 9,1 9.9 13.8 11.0 12.1 13.8 15.6 16.1 10,0 17.7 18.6	F Col 00 & Over 10 in- 12 31.2 9 30.9 1 30.1 9 33.4 4 28.0 7 31.8 3 35.3 4 24.2 9 37.0 1 46.3 1 46.1	Gran Harry Moo Jackok Med Jaffe Jaff	Spend UNTIES CITIES t. 	Total Con- summer Units (these. 3.4 4.1 23.4 4.1 23.4 7.0 2.3 10.4 3.5 18.0 8.8 8.2 2.2 52.7	Units	\$8-2,499 % In Units cent 25.9 7. 30.4 9. 26.9 8. 37.7 13. 36.1 11. 23.4 8. 23.7 6. 23.1 6. 27.3 8.	NET INC. \$2,500 \$2,500 \$1 23.4 1 20.7 7 27.1 21.8 4 25.6 4 25.6 21.2 8 23.9 0 21.5 3 25.7 0 21.9	18.3 14.7 20.9 17.4 14.5 18.6 20.5 16.6 15.9 12.8 18.8	\$4,000 \$4,000 \$32.2 32.3 34.1 32.7 36.1 31.8 27.4 35.9 37.1 31.7 35.9 37.1	33.8 36.9 37.1 38.4 38.4 38.4 39.2 32.8 40.1	57,000 4 57,000 4 510.6 11.9 13.2 16.6 15.2 10.2 12.0 16.8 18.7 19.5 14.7	43.8 39.3 28.3 34.6 30.0 33.1 39.4 42.6 44.3 36.7
COUNTIES CITIES Baker Baker Baker Baker Corvalia Chackamas Chackamas Congon City Clatesp Astoria Coos Bay Crosk Coury Coury	Total Consumer Units (thous.) 5.4 3.4 15.6 9.9 30.9 3.1 13.4 8.0 7.4 18.7 2.7 2.8 2.8	In- come per Cen- sumer Unit 8 3,638 4,133 3,678 4,133 3,678 4,182 4,284 4,284 4,584 4,584 3,970 4,768 5,465 3,641	30-2,49 % 1 Units ca 36.5 12 32.5 10 43.2 18 49.4 18 30.0 9 29.3 9 31.0 9 25.6 7 29.3 9 18.4 4 41.3 18	NET S2,1 S S S S S S S S S	HOCOMI 100-3,999 100	Teakdo E GROUPS 34,000-6, % 1 Units co 27.6 38 31.6 38 23.9 33 23.6 48 37.3 48 37.2 41 38.8 41 39.0 32 40.7 36	wn o 5, 1984 999 \$7,0 \$6,0 10,0 11,0 11,0 12,0 13,0 14,4 15,0 16,0 17,0 18,0 18,0 19,0	5 31.0 2 31.2 9 33.4 4 28.0 3 35.3 4 24.2 9 37.0 1 46.3 1 46.1 2 27.5	Gran Harr Hooo Jack Med Jeffer Jose Gran Klan Lake Lake Lake	t. ey. I River. on biline. te Pass. nath Fallo	Total Consumor Units (these. 3.4 2.4 4.7.0 2.3 10.4 3.5 18.0 6.8 2.2 52.7 19.1	Units In- come por Con- sumer Unit 4,088 4,489 4,150 4,348 4,088 4,303 3,802 4,087 4,821 5,044 4,666 4,567	\$8-2,499 % In Units can 25.9 7. 30.4 9. 25.5 7. 27.4 8. 37.7 13. 36.1 11. 23.7 6. 23.1 6. 27.3 8. 32.8 9.	NET INC. \$2,500 \$2,500 Units 1 23.4 1 20.7 7 27.1 4 23.7 1 24.2 3 24.2 5 23.9 0 21.5 3 25.7 0 21.9 7 20.6	18.3 14.7 20.9 37.4 14.5 18.6 15.9 12.6 16.8 15.9 12.8 16.8 15.9 14.6	\$4,000 % Units 32.2 32.3 34.1 32.7 36.1 31.8 27.4 30.7 35.1 31.7 36.1 31.7	33.8 36.9 42.1 36.8 37.1 36.4 38.2 37.8 40.1 35.3	\$7,000 4 % Units 13.5 16.6 11.9 18.2 16.6 15.2 19.2 12.0 16.8 18.7 19.5 14.7 15.4	43.8 39.3 28.3 34.6 30.0 33.1 30.4 42.6 44.3 36.7 40.4
COUNTIES CITIES Baker Baker Baker Benton Ciackamas Oregon City Ciatesep Astoria Columbia Cees Coos Buy Crook Curry Deschutes	Total Consumer Units (thouse.) 5.4 3.4 15.6 9.9 30.9 3.1 13.4 6.9 7.4 18.7 2.7 2.8 7.1	In- corne per Cen- sumer Unit 8 2,838 4,138 4,138 4,182 4,208 4,564 2,970 6,497 5,465 3,841 4,671	\$0-2,400 \$0-2,400 \$0.50 100 100 100 100 100 100 100 1	MET S2,15 S S S S S S S S S	MOOMINGOMINGOMINGOMINGOMINGOMINGOMINGOMI	**Eakdo** **S4,000-6, **\$ 4,000-6, **\$ 5 **Units 6 27.6 34 31.6 36 23.9 33 21.0 33 33.6 46 37.2 41 36.7 44 36.8 41 36.9 30 40.7 33 26.0 34 38.9 43 38.9 43	wn o 1, 1984 1999 \$7.0	5 31.0 2 31.2 9 30.9 1 33.4 4 28.0 7 31.8 3 34.3 4 24.2 9 37.0 1 46.3 1 46.3 9 38.0	Gran Harr Hooo Jack Med Jeffer Jose Gran Klan Lake Lake Lake	Spend UNTIES CITIES 4. ey. 1 River 1 Rive	Total Consumor Units (these. 3.4 2.4 4.7.0 2.3 10.4 3.5 18.0 6.8 2.2 52.7 19.1	Units In- come por Con- sumer Unit 4,088 4,489 4,150 4,348 4,088 4,303 3,802 4,087 4,821 5,044 4,666 4,567	\$8-2,499 % In Units cent 25.9 7. 30.4 9. 26.9 8. 37.7 13. 36.1 11. 23.4 8. 23.7 6. 23.1 6. 27.3 8.	NET INC. \$2,500 \$2,500 Units 1 23.4 1 20.7 7 27.1 4 23.7 1 24.2 3 24.2 5 23.9 0 21.5 3 25.7 0 21.9 7 20.6	18.3 14.7 20.9 17.4 14.5 18.6 20.5 16.6 15.9 12.8 18.8	\$4,000 \$4,000 \$32.2 32.3 34.1 32.7 36.1 31.8 27.4 35.9 37.1 31.7 35.9 37.1	33.8 36.9 42.1 36.8 37.1 36.4 38.2 37.8 40.1 35.3	\$7,000 4 % Units 13.5 16.6 11.9 18.2 16.6 15.2 10.2 12.0 16.8 18.7 19.5 14.7 15.4	43.8 39.3 28.3 34.6 30.0 33.1 39.4 42.6 44.3 36.7
OREGO COUNTIES CITIES Baker	Total Consumor Units (thous.) 5.4 3.4 15.6 9.9 30.9 3.1 13.4 6.9 7.4 18.7 2.7 2.8 2.8 7.1 4.2	In- come per Com- surrer Unit 8 3,836 4,133 3,875 3,431 4,322 4,182 4,282 4,182 4,284 2,970 4,788 5,487 5,465 3,841 4,678	30-2,49 30-2,49 10	MET	Ne Br NCOMI 100-3,999 10-3,999 10-3,999 4 29.6 4 29.6 4 29.6 5 19.2 5 19.2 5 19.2 5 19.4 6 18.8 8 17.4 9 15.4 6 12.0 7 16.9 5 20.6 8 20.6 1 14.1	Teakdo E GROUPS 34,000-6, % 6 Units co 27.6 34 31.6 33 21.0 31 33.6 39 37.3 44 33.5 44 33.5 44 33.9 32 44 36.8 41 39.9 32 41 30.9 32 41 41.0 41	WN O 1, 1984 1999 \$7,0 % % % % % % % % % % % % %	5 31.0 2 31.0 3 31.0 4 33.0 7 31.0 9 30.9 1 30.1 9 33.4 4 42.2 9 37.0 1 46.3 1 46.1 2 27.5 9 35.0 7 35.8	Gran Hann Hono Jacks Med Jeffe Jone Gran Klan Klan Lake Lake Sprit	Spend UNTIES 4. ey. I River. sen . ford. rates. to Pass. sath . sath Falls.	Total Consumer Units (theses. 2.4 4.1 23.4 7.0 2.4 3.5 18.0 8.2 2.2 52.7 19.1 3.9	Units In- comme por Cen- sumer Unit 4,888 4,488 4,150 4,150 4,21 5,044 4,866 4,527 6,674	\$8-2,499 % In Units cen 25.9 7. 30.4 9. 26.9 8. 30.4 9. 25.5 7. 27.4 8. 37.7 13. 36.1 11. 23.4 6. 23.7 6. 23.4 6. 27.3 8. 20.1 5.	NET INI \$2,500 Sunits 1 23.4 1 20.7 7 27.1 2 1.8 4 25.6 1 34.7 9 21.2 5 23.9 0 21.5 3 21.9 0 20.6 5 20.4	3,999 % (n-come 18.3 14.7 20.9 17.4 18.6 20.5 16.8 18.2 14.2 13.4	\$4,000 \$4,000 Units 32.2 32.3 34.1 32.7 36.1 31.8 27.4 30.7 35.9 37.1 31.7 36.1 31.4 3	JPS, 19 0-6,999 %- In- come 33.8 36.9 42.1 38.8 30.5 37.1 38.4 38.2 37.8 32.8 40.1 35.3 46.7	57,000 4 Units 13.5 16.6 11.9 13.2 16.6 15.2 12.0 16.8 18.7 19.5 14.7 15.4 15.1	\$ Over % for common state of the common state
COUNTIES CITIES Baker Baker Benten Corvallis Clackamas Oregon City Clatesp Astoria Coos Bay Coresk Courry Deschutes Bend Redmond Redmond Code Code Redmond Code	Total Consumor Units (thoses.) 5.4 3.4 15.6 9.9 30.9 3.1 13.4 6.0 7.4 18.7 2.7 2.9 2.8 7.1 4.2	In- come per Con- sumer Unit 8 3,838 4,133 3,876 3,431 4,322 4,182 4,286 4,584 4,584 4,788 5,495 3,870 4,788 5,465 3,841 4,671 4,787 8,139	30-2,49 % 1/2 Units car 36.5 12 32.5 10 43.2 18 49.4 18 30.0 9 29.3 9 31.0 9 29.3 9 31.0 9 29.3 4 41.3 18 23.4 4 41.3 18 23.4 6 23.4 6 21.9 6 21.9 6	NET (ne Br NCOMI 000-3,999 101 102 103 104 105 107 107 108 107 108 108 108 108	Teakdo E GROUPS 34,000-6, % 1 Units 6 27.6 38 31.6 38 23.9 33 23.5 44 37.2 44 38.8 41 39.9 33 40.7 34 41.0 43 40.1 44 40.1 44	WN O 3, 1984 3999 \$7,0 % % % % % % % % % % % % %	5 31.0 2 31.2 9 30.9 1 30.1 9 30.9 1 30.1 4 28.0 7 31.8 3 35.3 4 24.2 9 37.0 1 46.3 1 46.3 1 46.3 2 27.5 9 38.0 9 0 9 0 9 0 9 0 9 0 9 0 9 0 9 0 9 0 9	Gran Harry Hooo Gran Klan Klan Lake Lake Sprit	Spend dinties cities t. ey. I River. son ford. rasen. shine. te Pass. sath Falls.	Total Con- sumer Units (these. 3.4 4.1 23.4 4.1 23.4 7.0 10.4 3.1 10.4 3.5 15.0 8.8 2.2 52.7 19.1 3.9	Units In-come	\$8-2,499 % In Units can 25.9 7. 30.4 9. 25.5 7. 27.4 8. 37.7 13. 36.1 11. 23.7 6. 23.1 6. 27.3 8. 32.8 9. 20.1 5.	NET INI \$2,500 5 5 1 23.4 1 20.7 1 21.8 4 23.7 1 21.8 21.2 21.2 21.2 21.5 3 21.7 9 21.2 21.5 3 25.7 9 20.6 5 20.4 2 37.3	3,999 % (n-come 18.3 14.7 14.5 18.6 15.9 12.6 15.9 14.8 18.2 14.8 13.4 23.0	\$4,000 500 500 500 500 500 500 500	33.8 36.9 42.1 38.6 38.5 37.1 38.4 38.4 38.2 32.8 40.1 33.3 46.7	\$7,000 4 Whits 13.5 16.6 11.9 18.2 16.6 15.2 10.2 12.0 16.8 18.7 19.5 14.7 15.4 15.1	% Ove % far-come 43.8 39.3 328.3 334.6 39.0 33.1 39.4 42.6 44.3 36.7 40.4 34.4 27.9
O R E G C	Total Consumor Units (thous.) 5.4 3.4 15.6 9.9 30.9 3.1 13.4 6.9 7.4 18.7 2.7 2.8 2.8 7.1 4.2	In- come per Com- surrer Unit 8 3,836 4,133 3,875 3,431 4,322 4,182 4,282 4,182 4,284 2,970 4,788 5,487 5,465 3,841 4,678	30-2,499 30-2,499 10 units coi 36.5 12 32.5 10 43.2 18 49.4 18 30.0 9 29.3 9 25.6 7 29.3 9 25.6 7 29.3 18 44.1 18 23.4 4 19.5 4 41.3 18 23.4 6 22.2 6 24.7 7	MET	NCOMINGOMINGOMINGOMINGOMINGOMINGOMINGOMING	**Eakdo** **S4,000-6, **\$ 4,000-6, **\$ 5 **Units 6 27.6 34 31.6 36 23.9 33 24.0 33 37.2 41 36.7 44 30.9 32 40.7 33 26.0 34 40.1 44 40.1 44 36.5 41 36.5 36	WN O 1, 1984 1999 \$7,0 % % % % % % % % % % % % %	6 Co 60 & Overes 60 & Overes 61 - 10 - 10 - 10 - 10 - 10 - 10 - 10 -	Gran Harm Hood Jacket Med Jones Gran Klan Klan Lake Lane Euge Sprit	Spend UNTIES 4. ey. I River. sen . ford. rates. to Pass. sath . sath Falls.	Total Consumer Units (thous	Units In- comme por Cen- sumer Unit 4,888 4,488 4,150 4,150 4,21 5,044 4,866 4,527 6,674	\$8-2,499 % In Units cen 25.9 7. 30.4 9. 26.9 8. 30.4 9. 25.5 7. 27.4 8. 37.7 13. 36.1 11. 23.4 6. 23.7 6. 23.4 6. 27.3 8. 20.1 5.	NET INI \$2,509 Units 1 23.4 1 20.7 7.1 4 23.7 1 21.8 4 25.6 1 24.7 9 21.2 5 23.9 0 21.5 5 3 25.7 0 21.9 7 20.6 5 20.4	3,999 % (n-come 18.3 14.7 20.9 17.4 18.6 20.5 16.8 18.2 14.2 13.4	\$4,000 \$4,000 Units 32.2 32.3 34.1 32.7 36.1 31.8 27.4 30.7 35.9 37.1 31.7 36.1 31.4 3	33.8 36.9 36.9 33.8 36.9 42.1 36.6 38.5 37.1 30.4 38.4 38.2 37.8 40.1 35.3 40.7	\$7,000 4 Units 13.5 16.6 11.9 13.2 16.6 15.2 10.2 12.0 16.8 18.7 19.5 14.7 15.1	\$ Ove % fn- ceme 43.8 39.3 34.6 39.9 35.9 35.9 30.0 33.4 42.6 44.2 38.7 40.4 34.4

OREGON — Income Breakdown of Consumer Spending Units — (Continued)

	Total	in-	19/1		IET IN	COME	GROU	PS, 19	54	500	231-0	Total	in-		,	NET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (theus.)	per Con- sumer Unit \$	\$0-1 Wilts	% In- come	\$2,000 % Units	-3,899 % In- came	\$4,000 % Units	-6,999 % in- come	\$7,000 % Units	& Over % in- come	COUNTIES	Con- sumer Units (thous.)	par Con- sumer Unit	\$0-5 % Units	2,499 % In- come	\$2,500 % Units	-3,998 % In- come	\$4,000 % Units	-6,999 % in- come	\$7,000 % Units	% In-
Maiheur	6.7	4,104	31.9	10.4	30.5	23.8	27.0	33.7	10.6	32.1	Wallowa	2.3	4,095	32.2	10.5	26.2	20.5	28.3	35.5	13.3	33.5
Ontario	1.7	4,785	25.5	7.2	26.6	17.8	32.1	34.4	15.8	40.6										1	
Marion	35.0	4,242	31.8	10.1	24.8	18.7	31.0	37.4	12.4	33.8	Wasto	8.7	4,416	31.0	9.4	24.0	18.1	30.2	35.1	13.9	37.4
Salem	16.4	4,471	25.9	9.0	22.8	16.3	33.0	37.8	14.3	38.9	The Dalles	3.7	4,848	27.8	8.1	24.6	18.9	82.4	35.7	15.2	39.3
Morrow	1.8	4,685	28.4	8.1	25.6	17.5	26.1	28.6	19.9	45.8	Washington	24.2	4,847	28.7	8.5	22.9	18.1	33.7	38.0	14.7	37.4
Multnomah	197.0	4,628	28.2	8.2	21.1	14.8	35.0	39.7	15.7	38.5	Hillsboro	2.1	4,353	30.2	9.3	23.4	17.2	33.5	39.5	12.9	34.0
Portland	166.7	4,640	28.5	8.3	21.1	14.5	34.4	38.0	16.0	39.2	Wheeler	1.2	4,137	27.4	8.9	27.5	21.3	83.3	41.2	11.8	28,6
Polk	8.5	4,044	30.3	10.1	25.3	20.0	32.3	40.9	12.1	29.0	130	(200)						1			
Sherman	.8	6,289	19.5	4.2	22.2	11.3	81.7	25.8	26.6	58.7	Yamhiil	11.4	3,804	37.8	13.3	23.8	20.0	29.1	39.3	9.3	27.4
Tillamook	7.3	4,484	25.2	7.8	25.9	18.5	36.1	41.5	12.8	32.4	MeMinnville	3.2	4,204	36.9	11.8	19.6	14.9	30.7	37.5	12.8	35.8
Tillamook	1.5	4,840	23.3	8.4	26.4	17.5	33.3	35.3	17.0	40.8			-	-		-		-		-	
Umatilla	16.1	4,669	25.2	7.2	24.8	17.0	35.4	38.9	14.6	35.9	Total Above	000				1 .		- ND		100	
Pendleton	4.7	4,960	22.8	6.2	23.3	15.1	37.8	38.5	16.6	40.2	Cities	285.2	4,589	28.9	8.5	21.5	15.0	34.2	38.1	15.4	38.4
Union	6.3	3,933	33.7	11.5	24.6	20.0	31.7	41.3	10.0	27,2	State Total	597.1	4,457	29.1	8.8	23.0	16.5	33.8	38.9	16.1	35.8
La Grande	3.3	4,020	33.1	11.1	21.4	17.0	34.5	43.8	11.0	28.1	0.000		H			1		1		-	

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

(Other Middle Atlantic States: — PENNSYLVANIA — Counties and Cities

Penna. state map—page 612	Pop.	N	UMBER	OF O	UTLET	8	THE WORLD	Pop.	N	UMBE	R OF O	UTLET	S
City County	thous.)	F	GM	FHR	A	D	City County	thous.)	F	GM	FHR	A	D
Abington							HazletonLuzerne	. 35.2	201	13	43	21	1.
Township Montgomery	33.2	44	5	5	6	-11	Homestead Allegheny	9.6	75	7	11	8	1
Aliquippa Beaver	26.2	120	9	10	14	12	HonesdaleWayne		33	- 4	12	14	
AllentownLehigh	110.6	491	22	85	68	42	Huntingdon Huntingdon	7.5	33	6	14	13	
AltoonaBlair	76.5	363	14	39	29	27	Indiana Indiana		51	6	21	20	
Ambridge Beaver	16.0	92	6	14	15	11	Jeannette Westmoreland	. 16.5	89	5	13	12	
ArnoldWestmoreland	10.1	51	2	2	2	2	JenkintownMontgomery		19	2	6	9	
Beaver FallsBeaver	17.3	91	7	15	26	12	Johnstown Cambria		305	18	37	29	2
Bellevue Allegheny	12.1	25	2	5	6	6	KingstonLuzerne		110	3	16	27	1
Berwick Columbia	14.4	73	2 7	13	16	7	Kittanning Armstrong		43	5	13	22	
Bethel Allegheny	15.8			*			LancasterLancaster		443	19	- 56	-42	- 2
BethlehemNorthampton	69.4	297	14	49	39	25	Lansdale Montgomery			5		15	
BloomsburgColumbia	10.8	42	7	14	15	2	LansdowneDelaware			4	5	7	
Braddock Allegheny		99	11	11	21	13	Latrobe Westmoreland			4		19	. 4
Bradford McKean		86	9	21	18	8	LebanonLebanon			12		22	1
Brentwood Allegheny		18	_	4	2	5	LewistownMifflin			8		18	
Bristol Bucks		68	10	17	14	10	Lock Haven Clinton			8	15	15	
Brownsville Fayette		37	3	8	10	6	Lower Merion			~	1	-	
Butler Butler		- 106	10	23	23	13	Township Montgomery	. 54.0	94	10	31	24	1113
Canonsburg Washington	13.3	- 54	4	15	15	5	Mahanoy CitySchuylkill			5		10	100
CarbondaleLackawanna		97	7	13	10	6	McKeesport Allegheny			11		34	
CarlisleCumberland	17.5	116	7	18	21	7	McKees Rocks Allegheny			4	12	11	
Carnegie Allegheny		65	6	11	10	6	MeadvilleCrawford			5		26	
Chambersburg Franklin		72	8	12	25	13	MediaDelaware			6		8	
CharleroiWashington	9.6	64	7	16	17	8	Monessen Westmoreland					11	
Cheltenham TownshipMontgomery	25.1	35	5	8	N 3		Mount Carmel Northumberland	. 13.8	117	4 7	13	10	
ChesterDelaware	71.1	353			30	10	Mount OliverAllegheny	6.8	35	2	3		
ClairtonAllegheny	21.4	83	20	46		39	Mount Lebanon	20.0	40	-	-	6	
		39		12	15	10	TownshipAllegheny			2			
Clearfield Clearfield	9.4		7	6	12	6	MunhallAllegheny			1 8	2	5	
CoatesvilleChester	14.0	55 92	8	14	14	12	NanticokeLuzerne					13	
Columbia Lancaster			4	10	12	4	New CastleLawrence			13		36	
ConnellsvilleFayette		59	5 8	15	21	9	New Kensington. Westmoreland			7		20	
Conshohocken Montgomery	11.0	59		8	7	7	Norristown Montgomery			16		21	1
Corapolis Allegheny	10.5	44	3	8	11	10	North Braddock. Allegheny			3		2	
Corry Erie	8.5	36 43	4	8	15	3	Oil CityVenango					18	1.38
DarbyDelaware			4	6	3	9	Philadelphia Philadelphia			714		468	1,30
DonoraWashington	11.7	72	4	11	9	8	PhoenixvilleChester		62	5		12	3
DormontAllegheny			2	8	6	6	Pittsburgh Allegheny			143		206	3.
DoylestownBucks		16 69	4	10	11	5	PittstonLuzerne		107	11		9	
Du Bois Clearfield			8	20	17		PlymouthLuzerne			4	11	6	1
DunmoreLackawanna		99	5	5	6		PottstownMontgomery			8		22	
Duquesne Allegheny		85	3	7	6		PottsvilleSchuylkill			9		29	
EastonNorthampton		192	13	45	30		Punxsutawney Jefferson			5		17	
Ellwood CityLawrence		60	5	13	15		QuakertownBucks			4	14	8	
Ephrata Lancaster	7.5	29	4	19	11	, 5	ReadingBerks			27		58	1
Erie Erie		551	25	80	51	35	RochesterBeaver			2		15	
FranklinVenango		42	7	15	17	5	ScrantonLackawanna				75	50	
GettysburgAdams	7.1	30	4	16	18	5	Sewickley Allegheny			2		11	
GreensburgWestmoreland	18.6	79	6 5 4	22	17	10	ShamokinNorthumberland			11		14	
Greenville Mercer		32	5	10	14		SharonMercer			6		27	
Grove City Mercer				7	15		ShenandoahSchuylkill			8		13	
HanoverYork		76	5	25	23	8	SomersetSomerset	. 6.2		3	14	15	
Harrisburg Dauphin	92.1	640	19	63	46	68	State College Centre			4	7	9	
Haverford	1 22 1	11/1			100	1000	SteeltonDauphin	12.4				7	
TownshipDelaware	45.6	42	2	7	7	17	Stroudsburg Monroe		29	7	11	21	

ONLY COVERS THE BIG PITTSBURGH TRADING AREA

Here are the coverage and market figures:

	PRIMARY 25 Counties	SECONDARY 19 Counties	TERTIARY 24 Counties	TOTAL
Population 1/1/55	3,563,600	871,900	876,100	5,311,600
Radio Homes 1/1/55	1,013,330	252,720	273,370	1,539,420
Consumer Spendable Income, 1954	\$5,774,256,000	\$1,106,411,000	\$1,234,917,000	\$8,115,584,000
Total Retail Sales, 1954	\$3,663,297,000	\$845,979,000	\$877,962,000	\$5,397,238,000
Passenger Cars, 1954	995,500	252,400	277,400	1,525,300
Food Sales, 1954	\$1,014,048,000	\$225,431,000	\$235,031,000	\$1,474,510,000
Drug Sales, 1954	\$91,096,000	\$18,540,000	\$18,672,000	\$128,308,000
Automotive Sales, 1954	\$653,296,000	\$155,623,000	\$167,372,000	\$976,291,000
Farm Households 1/1/55	70,980	42,240	49,500	162,720
Farm Radio Homes 1/1/55	68,300	39,640	46,570	154,510
Gross Farm Income, 1954	\$204,541,000	\$124,124,000	\$135,102,000	\$463,767,000

And KDKA goes beyond these 68 counties, covers over 8,000,000 people in 108 rich counties. KDKA has the top power, top audience, top shows. If you want this top buy, call John Stilli, KDKA Sales Manager, GRant 1-4200 or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

KDKA WB

Action Mail Map

WESTINGHOUSE BROADCASTING COMPANY, INC.

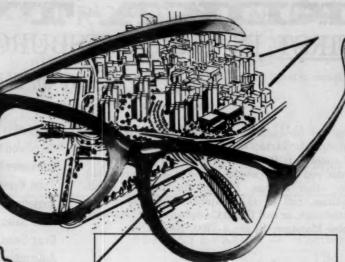
KDKA · KDKA-TV, Pittsburgh; WBZ+WBZA · WBZ-TV, Boston; KYW · WPTZ, Philadelphia; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco

KPIX represented by THE KATE AGENCY, INC.; all other WBC stations represented by FREE & PETERS, INC.

Figures Based on 1954 Audience

PENNS	YL	VA	NIA	4-	(Co	ntinue	d).						, (0	(=)	The "SM" sive estim	symboli ates by S	mark o	riginal,	exclu-
		- 1		Pop.	N	TUMBER OF	OUTL	STS					10.7%		Pop.	Num	ER OF	OUTLETS	3
City	C	ounty		thous.)	F	GM FF	IR A	I		Ci	ty		County		thous.)	F GM	I FHE	A	D
Sunbury		thumber	rland .	15.7	67 46	6	15 2	4	7 10		town.		ayette		20.3	103	21	28	
Tamaqua		uylkill.		11.9	57	5		6	5		waship.		elaware.		99.7	150	12 41		4
Tarentum		gheny		9.6	52			3	7		ergrift.		Vestmore	land	9.4	55	3 11		
Titusville		wford		9.4	31			2	3	Warn	en	V	Varren		15.0	75	9 18	18	7 1
Turtle Creek	Alle	gheny		13.9	52	3	71 1	0	3				(Cont	inued or	page 6	13)		Section.	
1.1.2	Metro-	0	POPULI EI 1/	ATION STIMATE 1/55	ES	4077	CTIVE BI					0	2/7/2	MATES-	-1954		Sirth I	SALES ADVER INC	TIS-
COUNTIES p	politan Area	Total	-	Fami-	Urben- ized	Nat	er.	Per	Per	Dellara	07.	Coun-	(le		ORE GR			Buying	Oual
		(thou- eands)	U.S.A.	lies (thou- oands)	Popu- lation (thou- sands)	Dulfars (add 000)	U.S.A.	Cap-	Fam- illy	(add 666)	U.S.A.	Sales Per Fam- ily	Food	General Mrise.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Adama		45.8			12.8	55,973 12,336			4,407 5,874	43,381 17,940	.0288	3,416	9,496	2,281 779	2,013	9,036		.0244	
Allocheny	100	1,849.5			1425.5				6,119			4,098	812,806	314,896	83,813	287,390		1.0000	
▲ Pittsburgh		675.3				1,232,100			6,283		.6549	7,000	255,099	291,529	49,697	134,246		.5249	
McKeesport		81.1				86,304			5,641	102,511			33,023	8,013		10,548		.0416	132
Homostead-								-									100	1000	
West Home-		1								100	8156			(all	42.00		12		
stead-Munhall.		80.7	.0181			81,88			0,100	48,607			18,107	1,840	4,771	12,000		.0916	
Braddock		16.1		-		21,778			5,312	41,390			9,375	8,537	6,158	9,738		.0137	
Wilkinsburg		23.3				67,736			6,513	40,486	.0238		10,780	1,530	1,886	15,833			
Homestead	125	9.6				16,581			6,142	28,940			8,474	1,147	2,436				
McKees Rocks.		16.3				37,340			5,922	23,161			8,353 7,283		1,601	3,285 5,316			113
Clairton		19.9				21,460 38,790			6,310				7,283		765	4,867		.0131	
Mount Lebanon		21.4	.0133	0.7		88,791	.0130	100	0,740	22,463	.ULEY	1 33	1,019		700	4,00	500	.0101	00
Township		30.0	.018	8.0		88,981	.0354	2.90	10347	23,095	-0190		10,400	391	360	6,61	1.123	.0256	138

IT "PAYS" TO LOOK HARD AT YOUR POTENTIAL SALES IN THE PITTSBURGH AREA



BEAVER

ALLEGHENY

OPITTSBURGH

WESTMORELAND

WASHINGTON

The Pittsb : Press with Its Total Daily Circulation of 288,329

is even more impressive in these areas

SALES—Pittsburgh Metropolitan Area

Retail																		\$2,5	18,905,000
Food																			17,440,000
General	M	en	che	and	ise													3	74,390,000
Furniture	-H	OU	sel	hol	d-R	adi	0											. 1	23,951,000
Automot													 	 				4	19,810,000
Not Ef	Ŧa.	-4	ive	. !	Rin	in		L	20	-	m				-	t	2	823	412 000

Pittsburgh Metropolitan Area



PRESS (E)264,053 S-T (E) 169,404 P-G (M) 202,071

> Includes Allegheny, Beaver, Weshington, Westmoreland Counties

 SALES—Pittsburgh (Allegheny Co.) Area

 Retail
 \$1,837,161,000

 Food
 512,509,000

 General Merchandise
 314,876,000

 Furniture-Household-Redio
 83,813,000

 Automotive
 287,390,000

 Effective Buying Income
 \$2,742,952,000

Pittsburgh (Allegheny County) Area

PRESS (E)231,013 S-T...131,255 P-G...163,198

A leader for 48 years, The Pittsburgh Press is FIRST in Total Daily and Sunday Circulation, Total Advertising, Retail, General, Automotive and Classified.

Source: A.B.C. Audit Reports 3-31-54



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FIRST IN THE PITTSBURGH MARKET

Here's the picture on KDKA-TV:

You get far-and-away the highest tune-in in the Pittsburgh market with KDKA-TV. KDKA-TV, Channel 2, is Pittsburgh's pioneer TV station... gives you more viewers in the tri-state area than any other station. For information and availabilities, call L. G. Chapman, Express 1-3000, Pittsburgh, or call Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

Grad	le A&B Coverage
Population 1/1/55	4,235,994
Television Homes 1/1/55	1,134,110
Consumer Spendable Income, 1954	\$6,922,464,000
Total Retail Sales, 1954	\$4,375,970,000
Passenger Cars, 1954	1,171,876
Food Sales, 1954	\$1,241,857,000
Drug Sales, 1954	\$108,224,000
Automotive Sales, 1954	\$769,216,000



WESTINGHOUSE BROADCASTING COMPANY, INC.

KDKA-TV*KDKA, Pittsburgh; W&Z+W&ZA*W&Z-TV, Boston; KYW*WPTZ, Philadelphis; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco
The Kate Agency, Inc.; all other WBC stations represented by Free & Peters, Inc.

PENNSYLVAN	IIA — (Continued)
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The	"SM"	symbols	mark	original.	exclu-
				MANAGE	

THE	Metro-	0	POPULA ES 1/1	TION TIMATI	ES	60/1A	TIVE B			a Pag	164	0	770	L SALES	-1954	-30-1		SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	6/L	Fami-	Urban- ized	Not	0%	Per	Per	Deliars	01	Goun- ty	(ir		ORE GRO			Buying	Oua
		(thou- eands)	W.S.A.	lies (thou- sands)	Pepu- lation (thou- sands)	Dellars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 909)	W.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity In- dea
Tarentum	100	9.6	.0059	2.9	1	16,693	.0066	1,739	5,756	20,279	.0120		6,272	1,441	1,577	3,722	561	.0081	137
Dormout		13.3	.0082	4.6		20,425	.0117	3,212	6,397	19,150	.0112		5,884	334	780	6,856	678	.0109	133
Turtle Creek		13.9	.0086	3.9		21,905	.0087	1,576	5,617	17,877	.0106		5,430	351	1,532	4,160	356	.0093	100
Duqueme		17.2	.0106	4.8		26,061	.0104	1,515	5,420	15,927	.0003		6,336	584	865	2,151	602	.0101	98
Coraopolis		10.5	.0065	3.9		18,281	.0073	1,741	6,304	14,655	.0086		4,985	484	650	3,057	684	.0075	118
Sewickley		6.3	.0030	2.1		15,450	.0062	2,453	7,357	13,502	.0000		4,559	345	662	5,719	482	.0063	163
Mount Oliver		6.8	.0042	1.9		18,427	.0063	1,975	7,067	13,482	.0000		4,841	343	155	2,655	466	.0069	140
Bellevus		12.1	.0074	3.8		24,525	.0098	2,028	6,457	13,474	.0079		6,841	343	300	3,278	700	.0088	119
Bethal		15.8	.0007	4.2		28,120	.0112	1,780	6,698	4,100	.0024		1,621					.0083	86
Brentwood		15.8	.0007	4.7		38,114	.0132	2,096	7,046	10,071	.0059		7,037		411	1,019	636	.0103	100
Munhall		17.6	.0108	4.8		29,356	.0117	1,668	6,116	9,673	.0057		3,376	171	101	4,807	171	.0097	90
North Braddock		14.3	.0068	3.8		19,647			5,170	4,549	.0027		2,620	506	99	939	118	.0065	74
Swissvale		16.7	.0103	4.6		28,938	.0115	1,733	6,291	9,037	.0053		4,222	166	98	762	640	.0094	91
Woot Mifflin	1	22.7	.0140	5.1		84,727	.0138	1,530	6,900	6,354	.0037		2,512					.0108	77
Armetrong		81.7	.0602	23.2	23.5	109,805	.0437	1,344	4,733	67,526	.0397	2,911	18,138	7,051	3,004	16,118	. 1,085	.0438	87
Kittanning		7.8	.0048	2.5		13,624	.0054	1,747	5,450	24,459	.0144		5,182	2,724	1,591	7,939	625	.0080	167

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Before using these figures, see explanation page 11.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

PENNSYLVANIA'S "PROFIT CORNER"!



TARENTUM'S 4-COUNTY CORNER ON THE RICH ALLEGHENY-KISKI VALLEY OFFERS:

- 3rd largest Western Penna. Income—\$134 Millions annually (Breakdown figures on request)
- . Quality Index of 137—one of the highest in the state.
- . Highest ABC coverage of this booming market exclusively belongs to-

THE VALLEY DAILY NEWS

Published in TARENTUM, PA. for Allegheny-Kiski Valley

National Representatives: Bottinelli-Kimball

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA — (Continued)

	Metro-		POPULA ES 1/1	TION TIMATI	ES	Marth.	TIVE BI			1/1		0	777	L SALES	1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	0%	Fami-	Urban-	Net	07_	Per	Per	Dellara	%	Coun-	(le		ORE GRO			Buying	Ouni
		(thou- sands)	% U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Footi	General Moise.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Beaver	108	181.7	.1118	50.9	135.2	310,225	.1236	1,707	6,095	178,440	.1037	3,468	88,896	12,833	8,938	33,416	4,728	.1163	103
Beaver Falls-		40.7	.0250	11.8		78,011	.0311	1,917	6,784	38,213	.0340		17,874	6,478	2,656	11,703	1,757	.0306	183
New Brighton		8.00	.0165	8.0		47,008	.0187	1.754	5,876	48,848	.0#87		18,883	5,718	3,574	18.799	1.819	.0213	189
Beaver Falls		17.3	.0106	5.2		31,043			5,970	39,195	.0231		10,198		2,791	9,633	1,028	.0153	144
Aliquippa		26.2	.0161	6.9		48,284	.0192	1,843	6,998	33,747	.0198		9,954	5,056	1,154	4,636	941	.0188	117
Ambridge		16.0	.0098	4.4	1	29,649	.0118	1,853	6,738	33,567	.0198		11,402	1,530	1,920	5,312	1,098	.0138	141
Rochester		7.3	.0048	2.5		13,256	.0053	1,816	6,025	14,311	.0084		4,723	707	1,058	3,512	493	.0061	136
Bedford		40.1	.0247	11.1	3.5	38,355	.0153	956	3,455	29,183	.0172	2,629	7,264	2,137	971	5,847	349	.0177	72
Derks	118	258.6	.1590	76.7	173.7	454,935	.1811	1,78	5,931	294,816	.1734	3,844	88,816	26,290	19,701	55,869	5,798	.1744	110
▲Reading		110.0	.0677	33.3	3	204,097	70813	1,858	6,129	178,800	.1052		37,673	23,201	14,900	29,327	4,084	.0858	127

1 Ellwood City is in Beaver and Lawrence Counties.

Before using these figures, see explanation page 11.

Looking For A Terrific Market? How About Beaver County, Pa.

- 5 NEW SHOPPING CENTERS PLANNED HERE THIS YEAR!!

(Ranging from One Million to Ten Million \$\$ Investments)

Beaver County's Only Local Newspaper To Offer



ABC Certified Circulation

ABC TOTAL ZONE.....

All To Be Located In The Beaver Valley Times Circulation Zone!!

Beaver County Statistics Tell Why

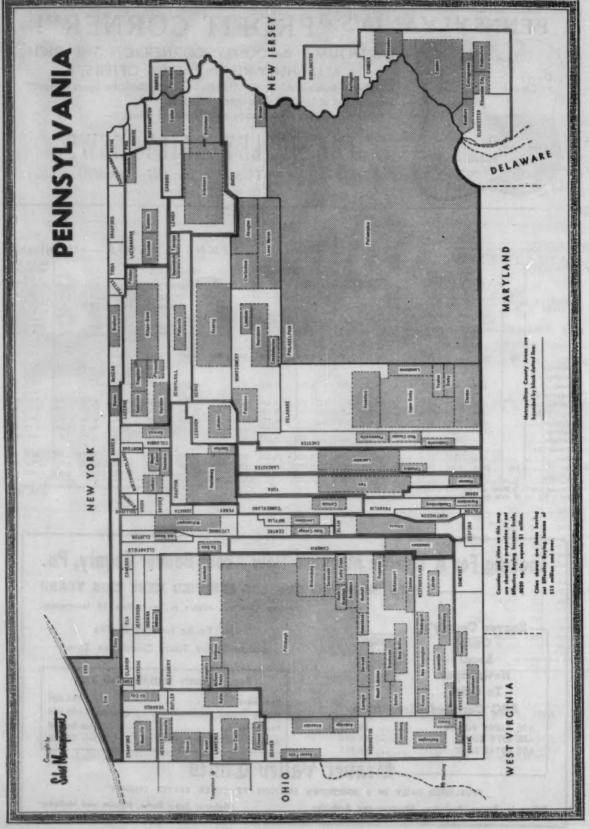
Population				Over 181,000
Buying Income			Over	\$328,000,000
Family Income				. Over \$6,000
Annual Family	Food	Purchase		. Over \$1,000

Beaver Valley Times

"PUBLISHED DAILY IN 6 HOMETOWN EDITIONS TO COVER BEAVER COUNTY"

Offices In: Beaver, Rochester, Aliquippa and Ambridge

National Rep.: Burke, Kulpers and Mahoney





ONLY by advertising in the SUN-TELEGRAPH can you influence the RETAIL PURCHASES of Sun-Telegraph \$1,842,812,000 Worth in 1953* by our SUNDAY READERS! readers . \$779,698,000 Worth in 1953* by our EVENING READERS! SOUTCE: S.M's S of BP 1954 & ABC 3/31/55),

EVENING and SUNDAY

Our new multi-million dollar pro-Our new multi-million dollar pro-duction plant and its battery of Goss Headliner Presses are supply. ing both national and local adver-tisers with excellent 2, 3, and full color reproductions.

color reproductions.

Our readers have responded so enthusiastically to COLOR advertisements that even hard-to-convince retail advertisers are now enjoying the phenomenal sales results and prestige advantages of Sun-Telegraph readers with COLOR!

PITTSBURGH SUN-TELEGRAPH

Represented Nationally By HEARST ADVERTISING SERVICE With Offices In Principal Cities

The "SM" symbols mark original, exclu-

PENNSYLVANIA - (Continued)

Before using these figures, see explanation page 11.

(Continued from page 608)	Pop.	N	UMBE	R OF O	UTLET	S			Pop.	N	UMBE	R OF O	UTLET	8
City County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Washington Washington	25.9	119	12	21	22	16	Wilkes-Barre	Luzerne	74.2	460	45	76	25	36
WaynesboroFranklin	10.5	29	5	15	19	12	Wilkinsburg	Allegheny	32.2	107	6	17	27	17
WaynesburgGreene	5.5	22	4	9	11	5	Williamsport	Lycoming	46.0	290	13	39	29	25
West ChesterChester	15.6	61	8	18	23	7	Yeadon	Delaware	12.4	14	3	1	3	6
West Mifflin Allegheny	22.7	*			*		York	York	62.0	579	25	60	33	22
*Not Available.						O SM	1955.	Befare w	sing these	finure	S. 588	explanal	ion sa	e 11.

Primary Total

EXTING INTO WESTERN PENNSYLVANIA NEW CASTLE ... PLUS West Virginia and . CANTON PITTSBURGH Eastern Ohio radio homes WILKINSB is easy with McKFESPAR NEWARK Wheeling, W. Va. - 50,000 Watts - CBS Radio ATTRACTIVE PROGRAMMING, PRODUCTIVE SELLING 24 HOURS EVERY DAY Ohio 2,130,525 Pennsylvania . West Virginia 12 2,730,955

> "SERVING THE INDUSTRIAL HEART OF AMERICA" National Sales Offices: Tom Harker, 118 E. 57th St., New York 22, N. Y.

558 530

5,420,010

\$2,178,245,000.

466,781,000. \$5,590,681,000.

2,945,655,000.

... add the MAGIC Touch of

COLOR

to your advertising in ALTOONA, PA.

Add reader-pulling color, matched to your exact specifications in the Altoona Mirror.

Remember, color adds pulling power to your story, helping you sell ALL the over-100,000 daily readers of the Mirror.

Use the Combination You Want

1 or 2 COLORS

and BLACK

Altoona Mirror.

The Only Evening Newspaper in Altoona, Pa.
Richard E. Beeler, Advertising Mgr.

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-	0		TIMATI	E8	ACT I	TIVE BI					•	773	SALES	1954		6549	SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	3	Fami-	Urban- ized	Not	3	Per	Per	Dollare	3	Coun-	(le	FIVE ST	ORE GRO			Buying	Ousi-
		(thou- eands)	U.S.A.	(thou- sands)	Papu- lation (thou- sands)	Dellars (add 000)	U.S.A.	Cap- its	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dox
Blair	8	138.0	.0849	40.5	100.8	186,710	.0744	1,353	4,610	132,681	.0780	3,276	41,582	14,453	10,009	20,015	2,758	.0776	91
▲Altoons		76.8	.0471	23.2		111,190	.0443	1.453	4,793	91,874	.0540	-	27,130	12,302	7,961	13,783	1.898	.0478	101
Bradford		52.2	.0321	16.5	16.7	64,187	.0255	1.230	4,141	45,214	.0266	2,917	11.058	2,628	1,644	9,949	889	.0271	84
Bucks		215.3	.1325	63.6	81.7	309,134			5,804	200,313	.1178		48.019	21,189	7.797	33.947	3,403	.1354	102
Bristol		13.4		3.7		21,101			5.703	24,900	.0146		6,615	1,204	2,427	5,693	465	.0102	124
Doylestown		5.5		2.1		12,134			5.778	23,721	.0134		4,343	2,207	960	5,603	529	.0071	209
Quakertown		6.3		1.0		11,488			6,049	16,308	.0096		4,911	403	1,427	3,316	229	.0059	
Butler		100.9	.0020	28.3	33.6	140,941	.0561	1,397	4,980	96,778	.0569	3,420	24,438	9,486	4,094	21,057	2,100	.0575	93
Butler		33.4	.0144	7.1		36,172		1.546	4.955	58,863	.0346		12,721	8,462	3,108	12,863	1,476	.0205	142
Cambria	70	210.1	.1293	58.1	120.1	278,085			4.957	182,471	.1073	3,253	51,100	32,994	9,769	30,045	3,078	:1134	88
A Johnstown		63.9		18.2		98,570			5,416	106,888	.0629		23,206	26,551	6,460	16,221	2,163	.0464	118
Cameron		7.0				11,161			5,874	7,598	.0045	3,990	2,352	324	345	1,299	66	.0045	105
Carbon		96.2	.0348	15.1	38.3	74,223	.0295	1,321	4,668	44,750	.0263	2,814	15,717	4,381	3,071	7,418	837	.0296	85
State College-		67.6	.0417	17.0	28.1	90,475	.0361	1,33	5,322	55,600	.0326	3,276	14,590	4,534	3,132	9,778	1,491	.0383	87
Ballefonte		23.7	.0140	8.0	1000	43,808	0171	2 011	8,760	28,857	.0170		7,176	1,829	1,741	5,084	1,081	.0187	114
State College.		37.8				85,128			10978	17,352			4,385	698	821	2,472	683	.0122	
Chester		196.5				279,695			6.415	157,114			40.262	7.235	9,303	32,762	4,416	.1038	
West Chester	100	15.6				30,024			7.323	34,827	.0205		8.013	2,780	2,185	10,036	873	.0141	
Coatesville		14.6				26,134			6.701	34,006			6,378	1,307	1,990	4,665		.0112	
Phoenixville		13.4	1			24,672			6,853	17,388			8,178		1,155	2,924	803	.0096	
Clarien	1	37.1	.0231	10.1	4.5	41,378	.0168	1,002	3,941	36,164	.0213	3,444	9,322	2,319	2,055	11,507	705	.0193	
Clearfield		83.1	.0512	28.4	23.7	98,290			4,201	74,342	.0437	3,177	21,614	8,889	3,653	16,843	1,361	.0430	
Du Bois		11.3	.0070	3.1	5	18,568			5,305	25,023			6,176	3,263	2,153	5,806	494	.0095	136
Clearfield		9.4				14,967			5.161	18,865	.0111		8,065	1,005	500	4,019	398	.0075	129
Clinten		37.1				40,102			4,638	32,394	.0190	3,058	9,442	3,236	2,178	6,894	895	.0200	87
Lock Haven		11.4	.0070	8.1		18,948			5.742	222		0000	84	32	20	37	- 4	.0052	74

A and A See end of state for SM Metropolitan County Areas

© SM. 1955

Before using these figures, see explanation page 11.

If your



sales target is

Southwestern Pennsylvania...

Buy the 1 that covers

IT'S A FACT . . . when you buy WJAC-TV, you get a bonus of Pittsburgh and Altoona. Hooper consistently shows WIAC-TV

> 1st in JOHNSTOWN 2nd in PITTSBURGH 1st in ALTOONA

Anytime you want your television dollars to go further . . . and work harder . . . put WJAC-TV on your list! Call your KATZ man for complete information.



New Feature at End of Each State

Immediately following the metropolitan areas at the end of each state you will find a new table that breaks down the consumer spending units for counties and cities in the state . . . by these income brackets: \$0-\$2,499; \$2,500-\$3,999; \$4,000-\$6,999; over \$7,000.

TALL TOTALS in the Rich Markets of CHESTER COUNTY, PA.



WEST CHESTER stands out as the heart of Pennsylvania's rich Chester County . . . with hearty buying that is spurred by the potent "pull" of this county-minded duily newspaper with the largest local circulation.

Effective Buying Income: \$279,695,000 Retail Sales: \$157,114,000 Retail Food Sales: \$40,282,000 Family Income (\$6,415) is 18% better than national average

Represented Nationally by THE JULIUS MATHEWS SPECIAL ABENCY

Compare

HARRISBURG, PA

Per Capita Income of \$1897 (Per Family-\$6003) Per Capita Spending of \$1972 (Per Family-\$6241) Quality Market Rating of 138 (Up 3 Points)

ARRISBURG, PA

Not only the best Market in the State. of Pennsylvania but one of the best in the entire United States.

NO WONDER IT'S A NIELSEN AND BURGOYNE TEST CITY!
NO WONDER IT'S THE THIRD MARKET IN THE ENTIRE STATE!
NO WONDER THE PATRIOT-NEWS HAS OVER 120,000 DAILY CIRCULATION!
NO WONDER THE PATRIOT-NEWS HAS OVER 120,000 SUNDAY CIRCULATION!
NO WONDER THESE NEWSPAPERS CARRY MORE ADVERTISING!
NO WONDER THESE NEWSPAPERS HAVE THE LOWEST MILLINE RATE!

-And no wonder MOLONEY, REGAN & SCHMIDT are so glad to give you all the details of the Harrisburg Market Story and the co-operation available in this Capital City.

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-		POPULATION ESTIMATES INCOME ESTIMATES—1954 ESTIMATES—1954 FIVE STORE GROUPS										SALES ADVER INC CONTR	TIS-					
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Net	N. 1	Per	Per	Dollara	277	Coun-	(ir	FIVE ST				Buving	Ouni
		(thou- sands)	U.S.A.	lies (thou- eands)	Popu- lation (thou- sands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add (000)	U.S.A.	Sales Per Fam- ily	Food	General Mrise,	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Columbia		52.9	.0326	15.7	25.2	89,053	.0275	1,305	4,398	50,376	.0297	3,209	13,538	4,350	2,519	9,931	942	.029	190
Bloomsburg		10.8	.0066	3.4		16,879	.0067	1,563	4,964	18,580	.0110		4,358	1,738	1,203	3,919	125	.0000	121
Berwick		34.4	.0080	4.4		19,748			4,488	18,121	.0106		5,143	1,990	736	4,525	402	.0089	100
Grawford		80.2		23.6	28.2	115,101	.0458	1,435	4,877	87,526	.0514	3,709	21,000	5,654	3,639	19,159	1,700	.0493	98
Meadville.,		16.8		6.3		35,165	.0140	1,870	5,672	41,099	.0242		9,706	3,658	2,466	12,339	1,038	.0166	143
Titusville		9.4	.0058	3.2		13,831	.0085	1,471	4,322	17,386	0102		4,714	984	699	2,458	273	.0070	121
Cumberland	62	103.2			80.9	166,584	.0663	1,614	5,534	94,601	.0557	3,140	24,425	4,428	4,850	20,511	2,500	.0625	98
Carlislo		17.5	.0108	5.2		30,895	.0123	1,765	5,941	29,673	.0175		6,790	2,958	2,438	5,719	818	.0136	126
Dauphin	62	206.2	.1200	61.8	163.1	345,362	.1375	1,675	5,616	249,570	.1488	4,058	54,806	32,991	15,447	43,845	7,900	.1382	100
▲Harrieburg		92.1	.0567	29.1		174,676	.0696	1,897	6,003	180,659	.1062		32,171	28,788	12,950	32,481	6,487	.0780	138
Steelton		12.4	.0076	3.1		18,664	.0074	1,507	6,027	10,355	.0061		3,037	118	203	1,903	385	.0071	93
Delaware	106	400.0	.2829	130.7	420.0	958,277	.3816	2,083	7,332	397,702	.2338	3,043	120,385	23,466	20,959	74,618	14,733	.3176	112
Chester Upper Darby		71.1	.0437	10.6		131,155	.0522	1,845	6,692	108,861	.0641		33,330	8,790	9,268	15,329	2,568	.0541	124
Township		99.7	.0613	29.6		242,673	.0966	2,434	8,198	102,853	.0604		26,503	6,682	5,473	22,655	4,467	.0787	128
Darby		14.0	.0092	4.0		26,695			6.674	18,351	.0109	-1	8,562	1,094	1,208	205	778	.0104	113
Haverford									1		1		-					11111111	-
Township		45.0	.0281	13.9		107,344	.0427	2,354	8,321	16,918	.0100		5,009	563	298	8,227	1,077	.0300	107
Media		6.0	.0037	1.8		11,806	.0047	1,966	6,550	15,758	.0003		4,800	335	741	4,307	555	.0059	150
Lanodowno		12.8	.0079	4.3		33,055	.0132	2,582	8,062	12,727	.0074		3,321	180	187	6,583	430	.0104	132
Yendon		12.4	.0076	3.3		24,967	.0099	2,013	7,566	3,904	.0023		1,883		136	1,234	224	.0072	95
Elk		34.9	.0216	9.6	19.2	46,432	.0185	1,330	4,837	24,626	.0145	2,565	8,986	1,902	1,408	4,616	803	.0179	83

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

YOU CAN COVER ERIE, PA. AND ITS TRI-STATE MARKET AREA

of OHIO, PENNSYLVANIA and NEW YORK

The combined coverage, promotion and merchandising facilities of:

WICU CHANNEL 12 Serving 218,500 sets N.B. C.—A.B. C.—Dumont

ERIE DISPATCH Serving 40,097 daily, 44,905 Sunday

WIKK-NBC

Serving the tri-state area with 5000 watts



OWNED AND OPERATED BY

EDWARD LAMB ENTERPRISES

- · WICU-channel 12. Edward Petry Co., Inc.
- Erie Dispatch. Reynolds—Fitzgerald, Inc.
- . WIKK-N.B.C. Edward Petry Co., Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA — (Continued)

				TION TIMATI	ES	A DITA	TIVE BINCOME				umo.	3	770	L SALES	1954			SALES ADVER INC CONTR	TIS-
COUNTIES	Metro- politan Area	Total	0%	Fami-	Urban-	Net	0%	Per	Per	Dollars	%	Coun-	FIVE STORE GROUPS (in thousands of dollars—add 000)					Buying	Qual-
		(thou- sands)	of U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdae.	Furn House- Radio	Auto- motive	Drug	Power	lin- dex
ErieCorry	46	233.4 134.7 8.4	.0829	39.7		391,492 239,792 11,886	.0955	1,780	5,766 6,040 4,572	277,780 208,293 13,796		4,091	71,897 53,067 4,013	28,527 25,656 972	16,565 14,144 610	52,285 34,556 4,158	5,663 4,136 276	.1656 .1011 .0058	122

▲ and △ See end of state for SM Metropolitan County Areas.

@ SM. 1955.

Before using these figures, see explanation page 11.

IS PENNSYLVANIA'S 3rd

- POPULATION
- FAMILIES
- effective BUYING INCOME
- **AUTOMOTIVE SALES**
- . TOTAL RETAIL SALES FOOD STORE SALES
- DRUG SALES

This IMPORTANT MARKET deserves consideration and to cover it you MUST use . . .

DAILY

REPRESENTED BY THE KATZ AGENCY, INC.

SUNDAY

CONNELLSVILLE—SOUTH CONNELLSVILLE

PENNSYLVANIA'S NEWEST MULTIPLE CITY

It's not the size that counts, it's how much you can sell per dollar investment

Retail sales activity . . . plus the closely knit area of Connellsville, South Connellsville, Dunbar Township, Scottdale and Mt. Pleasant . . . make up a market of 36,400 people, with nearly \$56,000,000 to spend.

On a quality of index rating, this market is 20% above aver-

age. You can sell 20% more it you advertise enough.

The Daily Courier not only provides full news coverage for all of these areas, but serves as a strong selling influence in the entire city and retail trade zone of 86,381 people.

THE DAILY COURIER

CONNELLSVILLE, PA.—Represented by The Julius Mathews Special Agency

	Metro		POPULA ES 1/1	TION TIMATE	ES	- COURS	TIVE B		- 1			•		MATES-	1954		-	SALES ADVER INC CONTR	RTIS-
COUNTIES	politan Area	Total	8	Fami-	Urtan-	Nat	OZ.	Per	Per	Dollars	0/_	Coun-	(le	FIVE 51 theusands	ORE GRO			Buying	Ous
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou- sands)	Dollars (add 000)	of U.S.A.	Gap- itn	Fam- ily	(add 000)	% of U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- des
Fayette. Uniontown Connelleville- Smith Connelle		187.3 20.3	.1152	6.2		238,248 36,264		1,272		169,858 65,013	.0990	3,273	44,788 12,402	25,976 8,041	11,118 6,150	30,447 18,573	3,440 1,599	.0212	
cille		16.0 13.4	.0098	4.6		84,618 20,551		1,538		97,976 23,300	.0165		5,381 3,947	3,336 3,135	#,#80 1,805	8,488 5,571	1,038	.0118	
Brownsville		7.6	.0047	2.4		11,959			4,983	13,771	.0081	57.4	8,233	1,085	1,399	3,300	543	.0058	
Forest		4.6	.0028	1.3	****	4,503	.0017		3,484	2,683	.0016	2,064	986	186	123	444	29	.0019	88
Franklin		78.7	.0484	22.4	32.8	101,007	.0405	1,202	4,540	78,493	.0462	3,504	17,925	5,091	4,442	17,336	1,594	.0438	90
Chambersburg.		18.5	.0114	5.7		29,411	.0117	1,590	5,160	34,251	.0201		6,972	2,594	2,283	7,086	821	.0142	125
Waynesboro		10.5	.0065	3.4		18,582	.0074	1,770	5,465	16,423	.0097		3,861	1,317	1,816	4,878	488	.0079	122
Fulton		10.3	.0083	2.8		8,296	.0033	805	2,963	5,267	.0031	1,881	1,116	326	160	943	85	.0038	
Greene		45.1	.0278	12.3		55,086	.0220	1,221	4,477	28,600	.0169	2,333	8,964	3,787	804	5,814	561	.0216	
Waynesburg		5.5	.0034	1.6	(1)	9,146	.0036	1,663	5,716	12,331	.0073		3,765	1,152	425	2,762	400	.0047	138
Huntingdon		40.4	.0248	11.2	12.0	43,789	.0174	1,084	3,910	29,005	.0171	2,887	8,163	2,560	1,867	8,250	343	.0188	76
Mount Union		10.1	.0074	3.8		16.886	.0067	1.395	4.448	20.572	.0190		4.957	588	1,818	4,908	294	.0084	114
Huntingdon		7.5	.0046	2.5		11,606			4,642	13,781	.0031		2,975	441	1,255	3,125	245	.0057	124
Indiana		78.8	.0467	20.9	19.2	88,506			4,230	65,818	.0387	3,149	16,085	8,971	3,171	13,578	1,309	.0388	83
Indiana		11.9	.0073	3.6		21,168			5,880	31,583	.0186		5,863	3,915	2,175	8,563	767	.0112	153
Jefferson		47.9	.0294	14.0	19.2	56,318	.0232	1,217	4,168	41,842	.0246	2,989	12,484	3,193	2,719	9,704	835	.0249	85
Punxoutawney.		8.7	.0054	2.8		12,441	.0080	1,430	4,443	17,100	.0101		4,480	1,679	1,413	3,756	422	10066	122

Before You Budget Your Advertising

Dollars In The Scranton Market...

Take a closer look at THE SCRANTONIAN-TRIBUNE

Get The Complete Advertising Picture in ALL Scranton Newspapers

The Scranton Tribune (Daily) THE SCRANTONIAN (Sunday)

GILMAN, NICOLL & RUTHMAN, National Representatives

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

© SM, 1955.

Before using these figures, see explanation page 11.

There is only ONE SE MARKET in Pennsylvania
Philadelphia = Population-3,971,000...

... and only ONE 2MP MARKET in Pennsylvania Pittsburgh = Population - 2,276,300 ...

THERE IS ONLY ONE 300 MARKET ... IN PENNSYLVANIA

POPULATION = 571,400

Topographically, economically and socially, SCRANTON and the neighboring city of WILKES-BARRE must be considered as a unit. These two markets are so closely allied that the traveler can hardly tell when he has passed from one to the other.

This is also true in the distribution of merchandise as evidenced the major grocery and drug chains and wholesalers.

For example: The A & P TEA CO. has its buying headquarters for the area in SCRANTON. AMERICAN-ACME STORES buy in WILKES-BARRE. The PENNSYLVANIA WHOLESALE DRUG CO. headquartered in WILKES-BARRE and distributing in fifteen counties, estimates 35% of its total volume in SCRANTON and Lackawanna

SCRANTON WILKES-BARRE PITTSBURGH PHILADELPHIA

> rce: Consumer markets 1988, Hazleton axcluded from Scranton . . . Wilkes-Barre

Chicago, Philadelphia, Pittsburgh, Detroit

The "SM" symbols mark original, exclu-sive estimates by SALES MANAGEMENT

PENNSYLVANIA - (Continued)

		0	POPULA ES 1/	ATION STIMATI	ES	EFFECTIVE BUYING INCOME ESTIMATES—1984 FIVE STORE GROUPS										SALES ADVER ING CONTR	TIS-		
	Metro- politan Area	Total	07.	Fami-	Urban- ized	Net	07	Per	Per	Dollars	67/0	Coun-	(ir	FIVE ST	ORE GRO	UPS add 000)		Buying	Qual-
	2	(thou- sands)	U.S.A.	(thou- sands)	Popu- lation (thou- sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Juniata		15.0	.0093	4.3		15,243	.0061	1,018	3,545	12,313	.0072	2,863	2,171	1,291	176	2,827	79	.0070	78
Lackawanna	133	251.9	.1549	72.7	234.8	351,576	.1400	1,396	4,836	229,044	.1347	3,151	66,260	23,767	14,454	28,512	4,951	.1414	91
AScranton	100	125.1	.0770	37.5		190,499	.0759	1,523	5,080	151,053	.0888		37,633	20,751	11,748	19,949	2,888	.0800	104
Carbondale		15.7	.0097	4.4		20,968	.0083	1,336	4,768	17,310	.0102		5,346	980	760	3,101	427	.0092	95
Dunmore		19.3	.0119	5.1		26,768	.0107	1,387	5,249	10,529	.0062		3,849	89	441	1,637	320	.0096	81

A and A See end of state for SM Metropolitan County Areas.

@ SM, 1955.

Before using these figures, see explanation page 11.

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hambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

SCRANTON, PA.

Famous "Scranton Plan"

23 Community Industrial Buildings Completed And Still Going Strong

We Keep A Building Ahead Let Us Provide For Your Future INDUSTRIAL DEPARTMENT Chamber of Commerce Scranton, Pa.

For "Plain and Fancy" Results

Lancaster County's Family Buying Income

is \$6,327*

* 121/2 % above Pennsylvania average of \$5,627

. The spending Power is here and Growing!

Lancaster County's population of 242,000 represents a total retail sales figure of over 265 million dollars! Per capita buying income of \$1,812 is 12.6% above the Penna. average of \$1,614. Automotive sales alone topped the 49 million dollar mark!

· Big Industry is here and Growing!

Within the past year, Schick, Inc., Warner-Hudnut, Alcoa, Jones & Laughlin Steel, and other large industries have come to Lancaster County—joining ranks with such established giants as Armstrong Cork Co., Hamilton Watch Co., New Holland Machine, R.C.A., and others, to make this one of the great new industrial centers of the East.

All this Industry Growth and Lancaster County is still the First-Ranking Non-Irrigated Agricultural County in the United States!

And Lancaster County is Sold on

LANCASTER NEW ERA • Intelligender Journa

N. Y. Office Harold M. Canning, Mgr. 45 W. 45th St. Judson 24354

Intelligencer Journal. • SUNDAY NEWS

					-
PENNS	YL	VA.	NIA	- (Continued)	

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			POPULA ES 1/1		ES	WATE.	TIVE B					0	777	L SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	%	Fami-	Urban-	Net	2	Per	Per	Dellara	9/0	Coun-	(le	FIVE ST	ORE GRO			Buying	Qual-
		(thou- sands)	U.S.A.	lies (thou- sands)	Pepu- lation (thou- sands)	Doltars (add 000)	u.s.A.	Gap- ita	Fam- ily	(add 000)	% ef U.S.A.	Sales Per Fam- ily	Food	General Mdes.	Furn Houss- Radio	Auto- motive	Drug	Power Index	ity in- dex
Lancaster	75	242.0 64.7		00.3 19.0	121.2	438,471 127,830			6,327 6,522	265,371 110,082	.1561	3,829	55,681 23,701	24,380 18,366	14,430 8,217	49,570 15,467	200	.1630	0.00
Ephrata		7.5 12.2	1			13,431 18,423			5,596 5,583	14,890 11,800			3,939 3,746	649 380	1,376	2,782 2,913	419 359	.0062	

A and A See and of state for SM Metropolitan County Areas.

C SM, 1955.

Before using these figures, see explanation page 11.

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Permission to reproduce this Survey of Buying Power data in printed form, in whole or in part, may be granted only through written request to the copyright owner, SALES MANAGEMENT, INC.

Super-Powered for your profit

5¼ billion dollar market

WGAL-TV

NBC · CBS · DuMont

316,000 watts

a wonderful combination!

A rich market with 938,675 families who own 823,448 TV sets, have an annual effective buying income of over \$51/4 billion. A super-powered station—the one station that reaches this vast territory.



STEINMAN STATION

Clair McCollough, Pres.

CHANNEL 8 MIGHTY MARKET PLACE

York Harrisburg Reading Honover Lebanon Pottsville Gettysburg Carlisle Hazleton Chambersburg Sunbury Shamokin Waynesboro Lewistown Bloomsburg Frederick Lock Haven Lewishurg Westminster Hagerstown Martinsburg

Representatives:

MEEKER TV, Inc.

Vaw Yark

Los Angeles

Chicago

San Francisco

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA - (Continued)

	Metro		POPULA ES 1/1		ES	6011	TIVE BI				RETAIL SALES ESTIMATES—1964 FIVE STORE GROUPS							ADVER ING	TIS-
CITIES	politan Area	Total	%	Fami-	Urban- ized	Net	%	Per	Per	Dollara	%	Coun-	(in thrusands of dollars—add 000)					Buying	Oual-
		(thou- sands)	U.S.A.	thou- sanda)	Papu- lation (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power	ity In- dex
Lawrence		107.7			62.9	176,223	1271		5,066	107,238		3,448	30,368	8,970	7,719			.0673	
△New Castle	212	49.9		14.6		86,217			5,905	75,175			19,674	7,483	5,555		1,864	.0366	
1Ellwood City.		13.3	00000	3.8	9	23,708	.0094	1,783	6,239	17,385			5,683	1,148	1,590	4,227	831	.0094	118
Lebanen		89.5	.0551	25.8	48.5	135,932	.0542	1,519	5,269	84,239	.0495	3,265	19,752	6,103	5,554	20,458	1,587	.0829	86
Lebanoa	1	82.0	.0197	9.6		55,967	.0223	1,749	5,830	46,293	.0272		9,480	5,200	3,919	11,400	1,284	.0233	118

1 Elfwood City is in Beaver and Lawrence Counties.

A and A See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

LEBANON-Pennsylvania's Purse-onality Market

Sales Management shows a 16% GAIN in Effective Buying Income for Lebanon, compared to a 2% national increase, and a per capita EBI 13.2% higher than the national average. That's "Purse-onality"!

REACH THIS RICH, RESPONSIVE MARKET WITH THE SEVEN-DAY-A-WEEK

Complete City and LEBANON DAILY NEWS And Sunday Morning

Represented Nationally By STORY, BROOKS and FINLEY

LEHIGH VALLEY, PENNSYLVANIA

- Repolation At An All Time High
 - New Home Suilding At So. All Time High
- Retail Soiles At An All Time High
- · New Industries At An All Time Nick
- * FURNITURE LINEAGE UP 29.9%
- * BUILDING LINEAGE UP 55.3%
- * JEWELRY LINEAGE UP 26.9%
- * FINANCIAL LINEAGE UP 15.5%
- * FOOD LINEAGE
- UP 71.4% Penn Fruit Come to Town

* January 1965 over January 1966

CIRCULATION AT AN ALL TIME HIGH!

The Marting Cell 66,651

Evening Chemicle 21,122

Sanday Call Chamids 48 PM

YOU CAN REACH NEARLY EVERY HOME WITH THE

CALL-CHRONICLE NEWSPAPERS

ALLENTOWN, PA.

National Representatives: Story, Brooks & Finley

-	-	44		-	~ ~	-		mg t		-	
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13700	-	-	Manager 1	

		6	5	ACTUDIES STAMANTS 1,005		6	71 Meg. 1	DIT SHE	-			•		MLB INKTES	-			ADVES ADVES INC	
Situa		Salat	146	See.	Sings	-	*	Sw	-	-	-	-	-						
			NEA		Francisco (Stan- danda)	1	NAA.	Sap- No.	14	=	HEA.	71.1	Fami	General Moles.	Fam.	=	2000	=	870
Adlanting	-	259.6	.0000	66.4 35.4	1003.46	2001,2000 212,0000	.1000 .6000		1.20	225,912 367,384			36,057	2,66		4,55 2,00	-	.500	100
America American American Zingelen	367	\$67.5 56.2 36.3 21.6	,0963 ,9464 ,6917 ,6101	985.6 20.5 9.4 5.4		986,811 114,661 86,814 38,663	.6456 .6021	1,646 1,679	6,530 5,530 5,760 6,633	294,536 49,340 22,346	.0733 .6580		97,886 20,565 13,911 7,180	41,386 20,386 5,480 896	32,750 5,750 4,676	30,284	1,00		111
Foldon Easterda Formada		34.4 19.4 33.2	,5990 ,6119 ,9926	5.4 5.4		16,494 96,590 98,687	,0192	1,209	4,579 4,579 4,967	19,678 17,442 19,692	.0103		6,205 3,476	1,860	1,921	1,601 2,360 1,600	201 201 215	.0104 .0104 .0067	2 8 8

² Setblebay is in Lesigh and Sorthampton Counties.

Defer using these figures, are exploration page 23 © SNL 1985.

BOTH SIDES OF THE TABLE TALK THE SAME LANGUAGE

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the Survey, with few exceptions. They know the Survey is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

IT'S ALL IN ONE PACKAGE!



Lifting The Lid On Pennsylvania's Third Largest Market

\$**520,611,000**

In Effective Buying Income

When you talk WILKES-BARRE TRADING AREA you are talking about FORTY contiguous municipalities of the great Wyoming Valley within 8 miles of the corporate limits of the hub city.

WILKES-BARRE TRADING AREA 300.436**

POPULATION CITY ZONE

50,633

89,017

169,479 FORTY CONTIGUOUS'

This Half Billion Dollar Market can be reached ONLY through exclusive daily coverage of

TIMES DEADER

THE EVENING NEWS

Milkes-Barre Record

MUNICIPALITIES

MORNING Combined

Population 169,479 392,241

Coverage 100.0% 79.3%

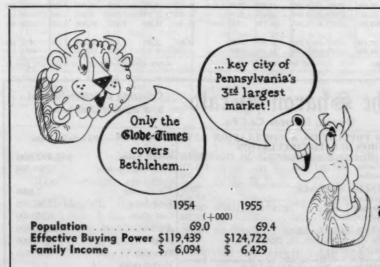
Wilkes-Barre City Zone (ABC) Wilkes-Barre City & Retail Trading Zones (ABC) * (SM) Official Figures

Story, Brooks & Finley, Inc.

NATIONAL REPRESENTATIVES

** (Excluding Hazleton Area) Reynolds-Fitzgerald, Inc.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



Bethlehem is getting bigger all the time. Look at the listing for further details on this important market. To cover it, use-

The Bethlehem Globe-Times

Rolland L. Adams, President De Lisser, Inc., national representatives

WILLIAMSPORT, PENNSYLVANIA The Market With FOUR Point

Test and Results Appeal

Williamsport's Per Capita Sales are amongst the highest of any city in Pennsylvania and exceed the State Average by: 52% in Total Retail Sales; 42% in Food Sales; 57% in General Merchandise Sales; 85% in Furn-House-Radio Sales; 56% in Automotive Sales and 76% in Drug Sales.

Williamsport, North Central Pennsylvania's only Metropolitan Market Area, has a consumer potential that ranks amongst the highest of any market its size in the State. Its 103,900 people have a Buying Power of \$151,335,000 and a Retail Sales Value of \$106,273,000.

Williamsport, the only city of its size in a 75 mile radius, is so completely isolated from the impact of outside market and media influence that it is probably the most ideal test market in the northeastern part of the United States.

The Williamsport Sun, Gazette & Bulletin Coverage is — — Saturation Coverage. Williamsport's only Daily Newspapers with a Total Combined (M&E) Circulation of 31,305 deliver 100% City Zone Coverage and 88% Metropolitan Home County Area Coverage.

THE WILLIAMSPORT SUN . GAZETTE & BULLETIN

Represented Nationally by: Story, Brooks & Finley, Inc.

P	EN	N	S	Y	LI	/ A	N	1	A-	(Continued)
Militar			_				-	_		

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-		POPULA ES 1/1		s	Marth 1	TIVE BI	10000		No.	NO 1	0	777	I SALES	1954	390		SALES ADVER INC	TIS-
CITIES	politan Area	Total	%	Fami-	Urben- ized	Net	%	Per	Per	Dollars	%	Coun-	(ie	FIVE 31	ORE GRO		0773	Buying	Qual
		(thou- eande)	U.S.A.	(thou- sands)	Population (thousands)	Deliars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Lycoming	231	103.9	.0630	31.4	88.8	151,335	.0803	1,457	4,820	106,273	.0625	3,384	30,161	10,506	5,915	20,242	2,546	.0616	96
△Williamsport.		46.0	.0283	14.2		76,037	.0303	1,653	5,355	73,797	.0434		17,961	9,739	5,031	12,564	2,039	.0338	110
McKean		55.6	.0342	18.9	25.5	85,662	.0340	1,540	5,065	57,855	.0340	3,423	18,278	2,709	2,862	16,587	1,522	.0341	100
· Bradford		17.4	.0107	8.4		31,527	.0126	1,812	5,838	30,442	.0179		8,403	1,900	1,819	7,717	909	.0138	129
Morcor	166	116.2	.0715	33.1	65.5	192,591	.0767	1,667	5,818	120,710	.0710	3,647	31,103	10,905	7,875	23,909	3,063	.0730	103
Sharpoville		40.8	.0985	13.0		88,242	.0351	1,906	8.788	00,000	.0390		16,895	7,483	5,875	12,783	8,078	.0850	193
Sharen	200	27.1	.0167	7.9	500	55,929	.0223	2,064	7,080	52,892	.0306		11,927	6,988	3,857	11,945	1,839	.0237	142

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

A recognized leading small city newspaper

COUNTY TRADING ZONE

1954 Sales Da	ita
Retail Sales \$1	20,710,000
Eff. buying income	192,591,000
Per Family	5,818
Food Sales	31,103,000
General Mdse	10,905,000
Automotive	23,909,000
Drug	3,063,000
Furniture	7,875,000
Manhat Indan 100	

The Sharon Herald Sharon, (Mercer Co.) Pa.

| 1954 POPULATION & CIRCULATION | SHARON HERALD CIRCULATION | Sept. 30, 1954 | 23,046 | Population (county) | 116,200 | Families | 33,200 | HERALD COVERAGE | 70 % | Population city zone | 58,962 | Families | 17,400 | 15,208 | HERALD COVERAGE | 97 % | Herald circulation | 15,208 | HERALD COVERAGE | 97 % | Herald circulation Feb. 23, 1954 | month's average | 23,557 | Sourceso—U.S. Gev. Census, ABC, Sales Management Survey, Feb. State Reports, Standard Rate and Data.

Covering a rich industrial and agricultural market

SHARON-1954 Sales Data

Retail Sales	\$52,092,000
Eff. buying income	. 55,929,000
Per Family	7,080
Food Sales	. 11,927,000
Gen. Mdse	. 6,988,000
Automotive	11,945,000
Drugs	. 1,539,000
Furniture	. 3,557,000
Market index 142	

⚠ More "Highs"



... in NORRISTOWN, PA.

Bustling buyers are rolling up their new "highs" ... and the 1954 lineage records of the NOR-RISTOWN TIMES-HERALD reveal impressive new totals in three departments:

Beer (Brewery) Advertising ... up 47%!
Gasoline and Oil Advertising ... up 36%!
Food Advertising ... up 26%!
Liquor Advertising ... up 6%!

Norristown offers advertisers a "choice" section of the Greater Philadelphia market . . ; an area noteworthy for its bulging \$6,731 effective family buying income!

And the NORRISTOWN TIMES-HERALD (with 99% home coverage) is the daily newspaper that takes a living, moving part in local activities . . . especially active in moving the products of advertisers.

Montgomery County's Great HOME NEWSPAPER



Represented Nationally by THE JULIUS MATHEWS SPECIAL AGENCY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA — (Continued)

		0	POPULA ES 1/1	TION TIMATE	ES	AND I	TIVE BI						TER	SALES	1854		73.00	SALES ADVER' ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	· ·	Fami-	Urban-	Not	9%	Per	Per	Dollara	%	Coun-	(in		ORE GRO			Buying	Oual
		(thou- sands)	U.S.A.	(thou- sands)	Popu- lation (thou- sands)	Deliars (add 000)	07 U.S.A.	Cap- ita	Fam- ily	(add 800)	U.S.A.	Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Greenville		9.4	.0058	3.0		17,065	.0068	1,815	5,688	18,045	.0107	100	4,798	1,396	1,111	3,744	398	.0078	134
Grove City		7.6	.0047	- 2.5		~ 15,855	.0063	2,086	6,342	13,291	.0078		3,541	938	943	4,423	280	.0064	138
Farrell		13.5	.0083	3,4	I I I	21,608	.0086	1,601	6,355	10,623	.0062		3,750	310	1,505	329	369	.0078	94
Mifflin		43.6	.0268	12.5	17.1	55,337	.0221	1,260	4,427	40,318	.0237	3,225	11,322	3,642	2,239	6,830	1,055	.0235	85
Lewistown		14.0		4.4		22,251		1,586	5,057	27,596	.0162		7,480	3,486	2,119	4,686	903	.0110	
Stroudsburg- East Strouds-		35.2	.0217	10.4	14.5	53,146	.0211	1,510	5,110	41,384	.0244	3,977	9,854	5,126	1,174	8,154	880	.0223	103
burg		18.9	.0096	4.1		83,837			5.698	#7,968	.0164		6,789	4,851	718	6.011	685	.0113	181
Stroudsburg	1	6.5		1.1		11,373			5,986	18,785	.0110		4,132	4,214	383	8,111	443	.0064	1
Montgomery	106	379.8	.2336	104.1	259.0	793,700	.3161	2,090	7,588	409,471	.2408	3,903	122,295	37,131	20,176	83,928	11,788	.2770	111
Township		54.0	.0332	16.1		143,481	0571	2 65	8,912	63,910	.0376		17,233	652	2,606	20,389	2.847	.0465	140
Norristown		40.1	10000	0.6		64,618			6,731	62,045	.0368		15,411	7,761	4,539	8.372	1,805	.0287	
Potistown		25.3				49,226			6.563	43,696	.0257		9,909	3,009	8,372	10,995	1,424	.0206	
Jenkintown		5.1		1.8		13,604			9,069	37,494	.0162		6,294	817	585	5.612	646	.0082	
Lansdale		10.3				19,775			6,379	18,566	.0109		4,494	509	1,685	4,569	534	.0085	
Township		33.2	.0204	9.0	3	75,560	.0301	2,27	7,872	16,998	.0100		4,585	78	468	7,592	897	.0221	108
Township		25.1	.0154	7.0		66,217	.0284	2 63	9,460	15,016	.0088	1	3,314	185	260	1,896	738	.0189	123
Conshohocken.		11.0	1			19,647			7,887	11.043		10000	4,347	530	585	1,986	278	.0072	1
Monteur		16.3	1			15,204			4.223	8.917	.0052		2,548	586	350	2,001	320	.0065	
Northampton	4	188.0			137.0	313,178			5,832	215,453			66,081	15,094	14,163	34,692	5,251	.1235	107
2▲Bethlehem.		69.4	1			124,722			6,429	81.720			24,113	4,008	5,278	17,471		.0478	112

2 Bethlehem is in Lehigh and Northampton Counties.

A and A See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation mage 11.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.

Long Deserved Recognition Granted

Always A Claim . . . NOW A Reality!



MULTIPLE GITY MARKET

City Corporate **Limits Population** 69,105 ABC City Zone 81,797

The Audit Bureau of Circulations, in conjunction with Standard Rate & Data Service and Sales Management, has officially verified what we've been telling market and media men for years . . EASTON and WILSON, PENNSYLVANIA and PHILLIPSBURG, NEW JERSEY is a MULTIPLE CITY MARKET . . . the important eastern portion of the Allentown-Bethlehem-Easten Standard Metropolitan Area, Pennsylvania's third largest market.

46,000 net paid circulation daily

Represented Nationally by Kelly-Smith Company

Television Station WGLV Channel 57

Truly An AREA Station

Strategically Located In The CENTER

Of The



Allentown - Bethlehem - Easton Metropolitan Area

. . . that Serves and Sells the Third Largest Market in Pennsylvania . . . 44th in the United States.
HERE'S A MAJOR MARKET WITH MONEY TO SPEND, AND THE WILL TO SPEND IT. The way to get this market to spend its money for your product or services is an advertising schedule on WGLV.

100,000 Watts E.R.P.

ABC - DuMont - WPIX Sports Relay Networks and the Leading Local Programs

> WGLV EASTON, PA.

Represented By Headley-Reed TV

PENNSYLVANIA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			POPULA ES 1/1	TIMATE	ES .	- CO// A	TIVE BI NGOME ESTIMA				11-	0	777	SALES	1954			SALES ADVER INC	ITIS-
COUNTIES	Metre- politan Area	Total	07	Fami-	Urban- ized	Not	07.	Pac	Per	Deliare	O/L	Coun-	(in	FIVE ST	ORE GRO			Buying	Oun
		(thou- sands)	of U.S.A.	lies (thou- sands)	Popu- lation (thou- sands)	Dellars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add	U.S.A.	Sales Per Fam- ity	Food	General Mdse.	Furn,- House- Radia	Auto- mative	Drug	Power	ity In- dea
Baston- Wilson (Pa.)- Phillipoburg (N. J.) A Easton sorthumberland. Sunbury Shamekin Mount Carmel.		63.8 35.0 114.5 15.7 16.4 13.8 28.3	.0315 .0704 .0007 .0101 .0085	18.9 10.5 33.3 5.0 4.8 3.9 7.2	61.9	103,868 89,137 142,653 34,032 31,053 16,151 29,962	.0235 .0566 .0096 .0084 .0064	1,690 1,246 1,530 1,384 1,170	5,746 5,631 4,294 4,896 4,386 4,141 4,164	97,096 75,283 106,994 27,882 35,893 14,825 18,409	.0102		27,885 30,463 30,180 5,825 6,485 4,308 4,865	8,498 8,333 8,963 2,924 2,754 2,070 788	7,080 6,163 8,678 2,367 2,249 724 438	26,887 10,209 21,186 6,896 3,860 2,180 3,164 303,824	1,040 1,081 2,783 812 812 451 271	.0465 .0293 .0612 .0116 .0108 .0075 .0124	136 87 120 107 88 70

A and A See end of state for SM Metropolitan County Areas.

O SM. 1955

Before using these figures, see explanation page 11.

Home-delivered newspapers give the advertiser maximum attention in the place where it counts mostin the home.

Small city dailies like the Sunbury Daily Item-jam packed with local news—carry a sales impact that big city newspapers just can't match.

News about local people is must reading for the whole

family.

There's one sure way to make your advertising invest-

ment pay off-select the newspaper with just plain old-fashioned home-delivery.

That's why local news plus home-delivery adds up to a big pay-off for your advertising—especially in a market where retail sales are substantially larger than income.

The Sunbury Daily Item is that kind of a paper with 100% coverage of the city zone families and more than 60% of the families in Northumberland County.

City Population 15,700

ibury Daily Item

ABC Circulation 19,431

SUNBURY, PENNA

National Representatives . . . THE JULIUS MATHEWS SPECIAL AGENCY, INC.



This is the ad we might have run

If we had believed the prophets of doom ...

who in the year 1948 predicted the quick end of Radio, we would now be holding creditors' meetings instead of clients' meetings. For despite the phenomenal rise of television in Philadelphia, WIP local and national sales combined, went up a total of 69.9 per cent during the last seven years, hitting an all-time high in 1954. WIP has made consistent and appreciable progress every year for the last seven years. To keep sales of your product going up in the growing Philadelphia market, use the station that gets results.

National
Representatives
EDWARD PETRY
& CO., INC.

5000 WATTS

610

24 HOURS A DAY

PHILADELPHIA 7, PA.



SALES ARE UP IN POTTSVILLE!

1954 1955

Buying Power \$32,198,000 \$34,567,000 Family Income 5,083 4.666

Food Sales 6,728,000 6,815,000 Drug Sales 970.000 993.000 120 Quality Index 115

THE LARGEST PAPER IN SCHUYLKILL COUNTY

THE POTTSVILLE (PA.) REPUBLICAN

Represented by DeLisser, Inc.

PEN	NSY	LVA	NIA-	(Continued)
-	-			

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-	O O		TION TIMATE	EB	497A	TIVE B					O O	777	L SALES	-1954			SALES ADVER INC CONTR	TIS-
CITIES	politan Area	Total	% of	Fami-	Urban-	Not	57.07	Per	Per	Dellars	3	Coun-	(ir	FIVE ST	ORE GRO of dollars			Buying	Qual-
		(thou- sands)	U.S.A.	(thou- sands)	Population (thou- sands)	Deltars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	sales Per Fam- ily	Food	General Mdee.	Furn House- Radie	Auto- motive	Drug	Power	ity in- dex
‡▲Philadelphia.		1,139.6	1.3161	626.1		3,753,815	1.4047	1,754	5,996	2,088,143	1.5092		616,780	485,714	156,442	303,524	00,111	1.4813	113
Pike Potter Schuylkill		8.8 16.2 198.8 23.3	.0100 .1210 .0143	6.8	3.2 113.6	11,038 18,584 259,224 34,587	.0074 .0997 .0138	1,148 1,271 1,484	3,679 3,956 4,500 5,083	7,191 15,457 180,241 41,783	.0042 .0091 .0943 .0346	3,289	2,258 4,000 47,612 6,815	234 807 11,583 6,749	144 1,715 11,243 4,798	339 4,293 31,072 8,040	73 197 3,306 993	.0045 .0006 .1023 .0171	85 85 120
Shenandoah Tamaqua Mahanoy City.	h	15.2 11.9 10.5	.0073	4.2 3.6 3.0		19,043 17,208 13,059	.0069	1,446	4,534 4,779 4,883	19,471 15,121 11,333	.0114 .0080 .0087	1	4,878 4,111 3,973	1,185 564 1,029	1,459 1,206 405	2,977 3,990 1,404	312 256	.0091 .0076 .0059	97 104 91
Semeraet	70	23.6 81.0 6.2 6.3	.0499	6.3 22.4 1.7 1.7	17.1	23,939 87,270 9,644 6,153	.0348	1,077	3,800 3,868 5,673 3,828	14,843 87,051 20,500 4,574	.0067 .0394 .0121 .0027	2,903	3,412 17,578 3,557 1,611	943 7,963 1,171 211	531 3,783 1,597 420	3,184 12,873 4,793 478	212 1,062 376 36	.0103 .0392 .0063 .0027	79 166
Susquehanns Tioga Union	100	31.2 35.8 24.3	.0221	8.8 10.6 5.9	7.1	35,289 42,023 27,344	.0167	1,174	4,007 3,964 4,635	23,535 31,031 16,240	.0139 .0182 .0000	2,827	7,396 7,135 3,000	1,155 2,700 655	924 1,027 422	3,553 7,520 3,184	230 409 364	.0151 .0182 .0111	-
Venange Oil City Franklin Warren		65.2 19.5 10.2 42.4	.0120 .0063 .0261	18.8 6.1 8.2 12.1		79,042 27,029 15,720 86,732	.0108 .0063 .0225	1,386 1,542 1,336	4,273 4,431 4,915 4,689	54,886 28,877 16,385 53,276	.0823 .0170 .0064 .0313	4,403	15,671 7,830 4,676 11,319	4,561 2,373 1,747 17,034	3,000 1,857 1,000 2,000	13,658 7,636 3,517 6,176	1,138 654 387 825	.0335 .0129 .0073 .0299	108 116 90
Washington Washington Charleroi Canonsburg	108	15.0 211.4 25.9 9.6 13.3	.1300 .0159 .0059	5.0 60.8 7.7 2.8	96.2	26,140 310,468 41,766 16,250 19,375	.1237 .0166 .0065	1,486 1,613 1,694	5,228 5,132 5,424 5,807 74,968	40,765 196,391 51,603 27,784 18,885	.0240 .1166 .0304 .0163	3,246	6,773 57,443 13,672 5,729 5,379	6,715	1,388 9,983 2,994 2,368 1,551	5,211 38,406 8,400 7,272 4,223		.0142 .1225 .0206 .0093	94 130- 158
Donora		11.7	.0072	7.6		19,396	.0077	1,668	3,921	18,460	.0071	3,406	4,372 6,514	1,160	783 1,043	3,765	410	.0077	83
Honesdale Westmoreland Greensburg- South Greensburg- Southwest		5.7 319.7			167.9	8,177 489,737			4,304 8,1140	13,937	.0082		3,281 91,092	834 24,333	874 21,210	3,242	265 6,707	,0048	
Greensburg		86.4 18.0	-			48,500			6,131 6,421				10,244						187 180

^{\$} Genf. Midse, sales include mail order catalog sales. See page 20.

A and A See and of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

INDUSTRIAL SALES DATA FOR ALL COUNTIES

Industrial data for all counties—not just the leading 100—are available on IBM cards. Address Market Statistics, Inc., 432 Fourth Avenue, New York 16, N.Y. Phone MUrray Hill 4-3559.

if you want action



in an\$8 billion market



pick The Inquirer

Action speaks in the pages of The Inquirer . . . where advertisers talk effectively to a willing audience (with \$8 billion to spend each year). No wonder these advertisers have made The Inquirer First Choice for Action in Delaware Valley, U.S.A. . . . tops in every important advertising classification, and now in its 21st consecutive year of total advertising leadership. Want action? Speak to us.





DELAWARE VALLEY, U.S.A.



Philadelphia is at the heart of this 14-county area of Pennsylvania, New Jersey and Delaware. America's 3rd Market, it is the World's Greatest Industrial Area . . where over one million families annually spend over eight billion dollars!

Exclusive Advertising Representatives:

NEW YORK

ROBERT T. DEVLIN, JR. Murray Hill 2-5838

CHICAGO

EDWARD J. LYNCH 20 N. Wacker Drive Andover 3-6270

DETROIT

GEORGE S. DIX enobscot Bldg. Woodward 5-7260

The Philadelphia Inquirer The Voice of Delaware Valley, U.S.A.

West Coast Representatives:

SAN FRANCISCO

FITZPATRICK ASSOCIATES 155 Montgomery St. Garfield 1-7946

LOS ANGELES

FITZPATRICK ASSOCIATES 3460 Wilshire Boulevard Dunkirk 5-3557

97% Home Coverage of a \$60,508,000 Market New Kensington — Arnold Daily Dispatch Pennsylvania

"Circulation where circulation really counts" - "first of all the home news"

1954 SALES DATA

CITY ONLY

Effective Buying | \$57,800,000 | Retail Sales | \$60,508,000 | Food Sales | \$16,168,000 |

TRADING AREA DATA

121/2 MILE RADIUS

Population— Over 200,000 Employment— Over 57,000 Industry—Highly Diversified:-

> Steel, Glass, Oil, Coal, Aluminum, Etc.

SPEED - ACTION No Wasted Time

Dispatch readers are less than 20 minutes from any store in New Kensington or Arnold, "The shopping center of the valley."

Represented by The Julius Mathews Special Agency, Inc.

PENNSYLVANIA - (Continued)

Automotive

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro		POPUL/ ES 1/	ATION STIMATI	ES	#6/7A	TIVE B	E	-	0 2 1	M	•	977A	L SALES	1984		10.3	SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	67_	Fami-	Urban- ized	Net	200	Per	Per	Deliara	67,	Goun-	(ie	FIVE 81	ORE GR	OUPS add 000)		Buying	Ouni
1		(thou- eands)	% of U.S.A.	lies (thou- sands)	Population (thou-	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
New Kenning- ton-Arnold New Kenning-		86.0	.0881	10.4		57,800	.0830	1,006	5,558	60,508	,0086		10,168	6,880	8,008	13,611	1,600	.0287	181
ton	30	25.9 16.5		7.6 4.8		41,003 25,239			5,486 5,258	\$2,546 23,019	.0009		12,371 8,301	0,024 1,237	7,916 2,364	13,116 3,179		.0208	
Latrobe		12.0 17.4		3.3	1000	21,224 28,926			6,432 5,903	21,506 20,185	.0126		5,515 6,813	2,295 886	2,068 1,682	4,412 3,921		.0095	
Vandergrift		9.4	.0058	2.7		14,547 16,107	.0058	1,548	5,388 5,753	14,735 7,962	.0086	1	3,708 3,797		849 87	4,984		.0066	
Wyoming		16.6	.0102	4.8		18,641			3,884			3,357	3,996	489	409	2,918		.0086	
York AYork Hanover		212.3 62.0 14.7	.0381	19.4		341,067 111,188 25,746	.0448	1,793	5,383 5,731 5,597	225,238 102,557 31,705	.0003	3,541	56,794 12,222 5,766	21,130 16,407 3,477	15,879 7,702 2,828	49,007 17,177 5,829	2,395	.1338 .0479 .0126	126
TotalAboveCities		5,842.4	3.5942	1,707.6		10,379,672	4.1330	1,777	6,079	8,349,476	4.9107		2,030,754	1,267,448	533,403	1,316,011	218,598	4.2599	119
State Total		10.815.3	6.6529	3.103.6	7714.5	17,480,631	6.9528	1.814	5.627	11.413.506	6.7124	3.678	2.987.792	1.461.738	639.778	1.892.160	274.712	6.8207	103

PENNSYLVANIA — Metropolitan County Areas

Bethiehem-		157																
Easton	4	449.8	.2767	130.3	330.7	783.862	.3001	1,676 5,78	498,920	.2923	3.814	129.854	47.847	34,219	89,823	9,830	.2932	100
Vitoona	8	138.0	.0849	40.5	100.6	186,710	.0744	1,353 4,61	132,681	.0780	3,278	41,582	14,463	10,089	20,015	2,756	.0778	91
irle (46	233.4	.1436	67.9	181.4	381,492	.1559	1,677 5,70	277,780	.1633	4,001	71,897	28,527	16,568	82,285	5,063	.1556	168
farrisburg	82	300.4	.1904	91.6	224.0	511,946	. 2038	1,855 5,58	344,261	. 2025	3,758	79,231	37,419	20,297	64,386	10,408	.2007	106
lehnstown	70	291.1	.1792	78.8	147.2	385,335	.1455	1,255 4,85	4 249,522	.1467	3,179	88,668	40,957	13,552	42,918	4,140	.1526	85
ancaster	78	242.0	.1489	69.3	121.2	438,471	.1746	1,812 6,32	7 265,371	.1561	3,829	55,681	24,380	14,439	49,570	5,140	.1639	110
Philadelphia 1	80	3,954.5	2.4325	1,137.7	3422.8	7,134,233	2.8407	1,804 6,27	4,370,113	2.5701	3,841	1,108,670	600,819	248,727	638,273	115,433	2.6779	110

Not a REview . . . but a PREview

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGE-MENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between Surveys, "High-Spot Cities" alerts you to changes in the making . . . each month.

Some people are born leaders



...like WCAU, Philadelphia

WCAU-TV has 35% more quarter-hour wins than Station B and 102% more than Station C

source upon request

KQV

THE BEST BUY IN PITTSBURGH RADIO!

- * Top-Rated CBS Radio Shows
- * Favorite Pittsburgh Personalities
- * A & P In-Store Merchandising Tie-Ins

KQV CBS RADIO in Pittsburgh • Natl. Rep.—Paul H. Raymer Co.

PENNSYLVANIA - Metropolitan County Areas - (Continued)

AREAS poli	Metro	-		TION TIMATE	E8	Mall's	TIVE BENCOME					0	777	SALES	1954			SALES ADVER INC	TIS-
	politan Area	Total	3	Fami-	Urban- ized	Net	95	Per	Per	Dellars	ez.	Coun-	(le	FIVE ST	ORE GRO			Buying	Qua
		(thou- sands)	U.S.A.	(thou- sands)	Population (thou- sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Por Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Pittsburgh	108 116	2,282.3 288.6			1814.8 173.7			1.60000	5,886 5,931	2,518,905 294,816		3,878 3,844	717,440 68,816	374,390 26,290	123,951 19,701	419,810 55,509	66,128 5,798	1.4840	1
Scranton	133	281.0	,1549	72.7	234.8	381,578	.1400	1,396	4,836	229,044	.1347	3,151	66,280	23,767	14,454	28,312	4,951	.1414	91
Hazelten	161	377.7	. 2323	105.77	316.9	520,611	.2073	1,375	4,916	358,003	.2105	3,381	97,806	41,194	22,719	54,384	6,922	,2133	92
Yark	165	212.3	.1308	63.6	114.0	341,067	.1359	1,607	5,363	225,235	.1324	3,541	56,794	21,130	15,879	40,087	3,818	.1338	102
△New Castle △Williamsport		107.7 103.9	-	31.1 31.4				110000	5,666 4,820			3,448 3,384	30,368 30,161	8,970 10,596	7,719 5,915	19,100 20,242		.0673	102
Total of Areas		8,192.6	5.6548	2,646.8	7313.5	15,601,198	6.2122	1,697	5,894	9,976,162	5.8670	3,789	2,623,228	1,299,939	866,226	1,592,804	245,844	5.9973	100

PENNSYLVANIA - Income Breakdown of Consumer Spending Units

	Total	In-		N	ET IN	COME	GROU	PS. 19	54			Total	In-		,	NET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$6-1 White	,499 % In- come	\$2,500 % Units	-3,999 % In- come	\$4,000 % Units	-6,999 % In- come	\$7,000 % Units	& Over	CITIES	Con- sumer Units (thous.)	per Gen- sumer Unit \$	\$0-2 % Units	% In-	\$2,500 % Units	-3,999 In- come	\$4,000 % Units	-6,999 % In- come	\$7,000 % Units	% In-
Adams	18.2	3,675	87.3	14.5	31.2	28.9	24.4	36.1	7.1	20.5	North										
Gettysburg	3.8	3,502	47.4	19.3	23.0	22.3	21.9	34.1	7.7	24.3	Braddock	4.0	4,930	19.3	5.6	25.1	17.3	41.5	45.8	14.1	31.3
Allegheny		5,100	23.8	6.6	23.7	15.6	35.2	37.1	17.3	40.7	Swissvale	5.3	5,430	15.7	4.1	21.8	13.6	43.3	43.3	19.2	39.0
Pittaburgh		4,948	27.7	8.0	24.4	16.7	32.4	35.6	15.5	39.7	West Mifflin	8.7	5,218	14.2	3.9	27.4	17.8	42.3	44.1	16.1	34.2
McKeesport		4,851	24.1	7.1	27.3	10.2	34.4	38.5	14.2	35.2	Armetrong	25.3	4,340	29.1	9.6	30.2	23.6	30.8	38.7	9.9	28.1
Braddock	5.3	4,072	31.2	10.9	32.3	27.0	27.3	36.5	9.2	25.6	Kittanning	2.8	4,908	26.2	7.6	26.4	18.3	34.1	37.8	13.3	36.3
Wilkinsburg	12.4	5,441	20.0	5.2	19.4	12.1	41.0	41,1	19.6	41.6	Beaver	80.8	5,104	18.1	8.1	26.7	17.8	40.5	43.1	14.7	34.0
Homestead	3.8	4,422	28.8	9.3	28.5	19.6	34.2	42.0	11.5	29.1	Beaver Falls	6.5	4,799	21.6	6.4	28.6	20.3	37.1	42.1	12.7	31.2
McKeen Rocks.	5.8	4,690	23.0	7.0	30.1	21.8	33.6	30.0	13.3	32.2	Aliquippa	9.0	5,381	15.4	4.1	27.9	17.6	39.4	30.9	17.3	38,4
Carnegie		5,196	20.2	5.5	24.2	15.9	37.5	30.3	18.1	39.3	Ambridge	5.7	5.217	18.6	5.1	24.0	16.6	41.0	42.8	16.4	38.1
Clairton		5,101	19.5	5.4	26.8	17.9	37.5	40.0	16.2	36.7	Rochester	2.7	4,967	22.4	6.4	26.6	18.2	36.0	39.5	15.0	35.1
Tarentum		4,878	21.5	6.3	23.3	16.3	41.6	46.3	13.6	31.1	Bedford	12.6	3,049	48.7	22.8	30.5		15.8	28.2	5.0	15.0
Dormont		6,087	17.5	4.1	17.4	9.7	36.2	32.4	28.9	53.8	Berks	91.3	4,983	25.2	7.2	26.0	17.8	33.3	36.3	15.5	
Turtle Creek	0.73	5,134	17.3	4.8	20.4	13.5	1		14.5	31.0	Heading	42.0	4,858	25.9	7.6	26.4	18.5	33.1	37.0	14.6	
Duquesne		4,674	21.3	6.5	32.2		33.7	39.3	12.8	30.8	Blair	46.0	4,056	32.1	11.3	30.7	25.7	28.8	38.6	8.4	24.4
Coraopolis		5,044	20.5	5.8	27.2	0000	35.9		16.4	37.1	Altoona	26.9	4,130	31.2		29.7	24.4	30.4	40.1	8.7	24.7
Sewickley		6,000	22.6	5.4	20.3	11.5		30.5	23.4		Bradford	17.4	3,695	41.1	15.9	26.6	24.5	23.4	34.4	8.9	25.
Mount Oliver.		5,395	16.7	4.4	21.1	13.3	2000		18.0					1		1		1			
Bellevue		5,758	19.1	4.8	18.7	11.0		37.9	22.1		Bucks	76.3	5,252			24.0		37.0			
Bethel		5,866	18.8			11.1	39.2		23.2		Bristol		5,071	20.7	5.8			38.4			
Brentwood	8.2	6,380	13.7	8.1	17.0					7777	Doylestown		5,515					37.2	36.7		43.
Munhall	. 5.3	5.506	15.9	4.1	21.8	13.3	41.5	40.3	20.8	42.3	Quakertown	2.3	5,000	24.2	6.8	25.4	16.9	34.6	37.1	15.8	30.

O SM, 1955.

Before using these figures, see explanation page 11.

A Sales Manager's Profile of the Pittsburgh Retail Market from Sales Management's Survey

A.B.C. City Zone



BALANCE OF MARKET

14 counties within 50 miles of Pittsburgh where Pittsburgh department stores have free delivery.



POPULATION PROFILE

V V V V

38.4% 1,200,863

1,923,837

61.6%

EFFECTIVE BUYING INCOME PROFILE

41.7% \$2,106,587,000

\$2,944,327,000 58

58.3%

DRUG

DR.

49.2% \$41,277,000

\$42,572,000 50.8%

FOOD



43.1% \$400,872,000

\$ 528,617,000

56.9%

FURNITURE, HOUSEHOLD, APPLIANCES



42.5% \$70,738,000

\$95,675,000 57

57.5%

AUTOMOTIVE



39.5% \$226,751,000

\$347,834,000

60.5%

DAILY NEWSPAPER PROFILE

71.1% 205,019

PRESS

83,310 28.9%

58.4% 114,052

SUN-TELE.

81.312 41.6%

52.9% 140,252 POST-GAZETTE 1

ZETTE 124,990 47.1%

The Post-Gazette's coverage pattern most closely matches population, buying power and retail sales in the Pittsburgh Market . . . use it to route your advertising as you route your salesmen!

Pittsburgh Post-Gazette

Represented Nationally by Moloney, Regan & Schmitt

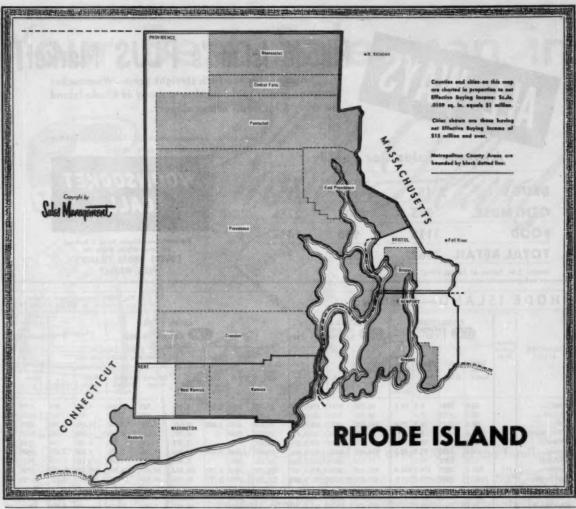
SOURCE:

A.B.C. 3/30/54 Sales Management 5/10/55

PENNSYLVANIA — M Income Breakdown of Consumer Spending Units — (Continued)

	Total	in- come			NET IN	COME	GROU	PS, 19	54			Total	In- come			ET IN	COME	GROU	PS, 190	54	
COUNTIES	Con-	per Con-	50-2	2,400	\$2,500	-3,090	\$4,00	0-4,000	\$7,000	& Over	COUNTIES	Cen-	per Cen-	80-2	,499	\$2,000	-3,990	\$4,000	-6,990	\$7,000	& Ove
	Units (thous.)	Unit \$	% Unite	In-	Units	In-	Units	In- come	96 Units	in- come		Unita (thous.)	Unit \$	% Unita	in- come	% Unite	in- come	% Unite	in- come	% Units	in-
Outler	33.1	4,258	31.7	10.6	27.3	21.8	31.6	40.4	9.4	27.2	Pittston	4.2	3,924	31.6	11.5	32.3	27.9	28.7	29.8	7.4	20.8
Butler	8.4	4,326	30.9	10.2	25.4	20.0	33.8	42.5	9.9	27.3	Nanticoke Plymouth	6.3 4.0	4,068	29.5	10.3	31.9	28.7	31.6	42.3	7.0	
Cambria	63.8	4,301	26.9	8.8	33.2	25.9	30.3	37.8	9.6	27.8	Lycoming	36.3	4,184	30.6	10.5	31.5	25.7	29.1	38.0	8.8	
Johnstown	21.7	4,537	25.3		30.4	22.8	33.8	40.6	10.5	28.7	Williamsport	17.5	4,350	29.6	9.7	29.8	23.3	30.6	38.3	10.0	
Garben	17.3	4,643	22.0	8.4	32.1	23.5	32.1	37.6	13.8	32.1 24.8	McKeen Bradford	18.8	4,542	26.6	7.8	27.8	20.8	35.1	42.0	10.5	
Contro	27.8	3,258	51.5		23.4	24.4	18.1	30.1	7.0	22.8	Marcar	38.8	4,959	24.6	7.1	23.8	16.3	36.9	40.5	14.7	
State College	12.5	2,817	66.8		14.3	17.3	12.3	23.7	6.6	26.2	Sharon	9.8	5,687	19.6	4.9	19.9	11.0	40.2	38.5	20.3	44.7
West Chester	86.0	4,992	28.5		26.1	17.8	29.7	32.5	18.7	41.6 38.3	Greenville Grove City	3.8	4,494 5,101	33.2	7.4	18.0	13.6	36.9	44.8	11.9	
Coatesville	5.0	5,191	39.8		22.7	18.9	34.1	35.8	15.8	30.5	Farrell	4.5	4,795	22.9	8.8	30.4	21.8	38.8	41.4 37.1	15.5	
Phoenixville	4.5	5,537	19.6	5.1	23.8	14.8	37.9	37.2	18.7	43.1	Millin	13.9	3,992	30.8	11.0	84.0	28.9	28.0	38.3	7.2	
Clarion	11.4	3,615	41.0		28.3	26.6	23.2	34.9	7.8	22.3	Lewistown	5.2	4,284	29.5	9.8	31.2	24.8	30.1	38.2	9.2	
Du Bois	28.3	3,738 4,281	36.0	18.7	28.5	22.6	30.7	34.9	9.7	27.9	Menros Stroudsburg	13.4	3,963 4,465	36.6	13.2	31.6	25.7	24.7	34.0	8.8	
Clearfield	3.5	4,268	28.7	9.6	32.9	26.2	29.5		8.9	25.5	Mentgomery	1000000	6,283	21.9	5.0	20.4	11.0	33.5	29.0	24.3	
Clinton	12.5	3,928	32.9		33.6	28.1	25.8		7.7	23.2	Norristowa	12.3	5,238	22.3	6.1	27.0	17.5	34.3	35.7	16.4	
Lock Haven	17.0	4,113	33.8	11.7	30.5	25.2	25.7	34.1	10.0	29.0	Pottstown	9.0	6,133	21.9 35.2	8.7	22.5 17.4	14.0	37.8 25.4	37.7	17.8	
Bloomsburg	4.3	3,881	37.5	13.8	28.1	24.6	26.4	37.1	8.0	24.8	Lansdale	3.4	5,789	17.3	4.3	23.3	13.7	37.5	35.5	21.9	
Berwick	4.8	4,111	27.8	9.6	30.7	25.4	34.5	45.7	7.0	19.3	Conshohocken	3.3	5,952	16.3	3.9	22.1	12.6	40.5	37.1	21.1	
Grawford	27.7	4,148	34.3	11.8	27.6	22.6	28.6	37.6	9.5	28.0	Montour	4.5	3,356	43.1	18.3	30.6	31.0	20.5	33.3	5.8	
Mendville	7.9	4,480	33.1	10.6	24.0	18.3	31.3	38.2	11.6	32.9	Northampton Bethlehem	25.0	4,843	25.0	7.4	26.0	18.2	34.5	38.8	14.5	
Titusville	3.4	4,039	34.8	12.3	29.9	25.1	27.5	37.0	7.8	25.6	Easton	10.1	5,838	3.9	1.0	35.0	20.4	42.6	39.7	18.5	
Cumberland	36.5	4,565	28.8	9.0	27.0	20.1	31.8	37.9	12.4	33.0	Northumberland		3,879	32.1	11.8	34.6	30.3	26.3	30.9	7.0	
Carliale Dauphin	7.3	4,214	34.2	7.8	27.6	22.3	28.2	38.4	10.0	29.7	Sunbury Shamokin	5.7 5.2	4,178	30.6	10.4	32.0	28.0	28.1	36.7	9.3	
Harrisburg	37.9	4,603	26.7	8.3	29.2	21.8	31.4	37.1	12.7	33.0	Mount Carmel.	4.4	3,662	37.3	14.5	34.7	32.2	21.7	32.3	6.3	
Steelton	3.8	4,887	22.5	6.6	28.2	18.7	35.8	40.0	13.5	33.7	Perry	8.1	3,001	36.2	14.0	29.4	27.0	27.4	40.5	7.0	18.5
Detaware	182.0	6,302	17.9	4.0	17.4	9.4	39.1	33.8	25.6	52.8	Obligatelable	791 7	4 000	00.4		04.0	17.0	20.0	-		***
Chester Darby	25.2 5.0	5,203	22.5	8.2	24.3	15.9	36.5	38.1 42.2	16.7	39.8	Philadelphia Philadelphia	781.7	4,802	28.4	8.5	24.9	17.6	32.0	36.2	14.7	
Media	2.0	5,801	20.3	6.0	18.4	10.8	39.2	38.7	22,1	47.5	Pike	3.1	3,600	39.8	15.8	20.1	27.8	24.4	36.9	6.7	
Lanadowne	4.3	7,673	15.1	2.8	13.2	5.9	37.2	26.4	34.5	64.9	Potter	5.6	3,343	43.1	18.4	31.6	32.1	19.4	31.6	5.9	
Yeadon	3.7	6,735	16.1	8.1	13.9	7.0	39.8	32.2	30.2	57.4 28.8	Schuylkill Pottsville	62.9	3,961 4,181	32.3	11.6	32.0	27.3	27.8	34.3	9.8	
Eria	80.1	4,890	25.2	7.4	23.8	16.5	36.8	41.0	14.2	35.1	Shenandoah	5.0	3,800	32.7	12.2	34.4	30.8	26.1	37.4	6.8	
Erie	47.6	5,036	24.0	6.8	23.0	15.5	37.8	40.8	15.2	36.8	Tamaqua	4.2	4,143	26.3	9.0	32.1	28.3	33.7	44.3	7.9	20.3
Corry	2.9	4,171	32.2	11.0	28.0	22.8	30.8	40.2	9.0	26.0	Mahanoy City.	3.3	4,011	31.3	11.2	33.8	28.6	27.1	36.7	7.8	
Uniontown	7.7	4,116	34.2	11.8	29.0	23.9	28.0	37.2	8.8	27.1	Snyder	7.3	3,299	43.0	18.6	32.0	32.9	19.8	32.7	5.3	15.8
Connellsville	4.8	4,307	33.6	11.1	26.2	20.7	30.0	37.9	10.2	30.3	Somerset	2.4	4,056	31.3	11.0	28.2	23.6	32.0	43.0	8.5	
Brownsville	2.6	4,542	30.9	0.7	27.6	20.7	30.2	36.1	11.3	33.5	Sullivan	1.8	33351	44.4	18.9	28.5	28.9	21.8	35.4	5.3	
Franklin	1.3	3,515	40.1	16.3	31.3	30.3	21.5	33.2	7.1	20.2	Susquehanna Tioga	12.2	3,599	39.2	15.6	28.8	27.2	24.8	37.4	6.2	19.8
Chambersburg	7.3	4,004	33.7	12.0	30.3	25.7	27.9	37.9	8.1	24.4	Union	8.5	3,221	48.4	21.5		27.9	19.8	33.4	5.3	
Waynesboro	4.1	4,504	27.1	8.6	32.1	24.2	29.8	36.0	11.0	31.2										-	
Fulton,	3.0	2,755	56.3	29.2	28.5	38.2	11.3	22.3	3.9	13.3	Venange	19.6	4,020	31.3	11.1		26.7	29.4	30.7	7.7	
Greene Waynesburg	14.5	3,790	36.9 46.6	13.9	31.1	27.9	23.9	34.3	8.1	23.9	Oil City	8.5	4,180	30.8	10.5	29.9	24.3	30.6	30.9 42.2	9.6	25.3
		0,000	20.0					-	0.0		Warren	13.6	4,170	31.7	10.0	30.0	24.4	29.7	38.7	8.6	
Huntingden	13.0	3,374	41.5	17.8	32.3	32.6	20.8	33.5	5.4	18.4	Warren	5.6	4,701	24.8	7.5	29.3	21.2	34.8	40.3	11.1	31.0
Huntingdon	3.3	3,492	43.5	17.8	25.3	24.6	24.7	38.5	6.5	19.1	Washington	9.8	4,508	27.5	8.7	29.0	21.8	32.8	38.8	9.7	28.4
Indiana	5.5	3,847	42.4	15.7	31.4	29.5	25.2	34.9	7.1	20.5	Charleroi	3.3	4,204	20.4	5.9	25.5	17.7	32.4	48.1	11.7	29.3
Jefferson	16.3	3,804	10000	13.7	31.4	28.1	24.7	35.3	7.3	22.9	Canonsburg		4,385	28.0	9.1	28.7	22.2	34.1	42.4	9.2	28.3
Punxsutawney.	2.9		34.9	11.8	26.0	20.8	29.3	37.6	9.9	29.8	Donora	3.8	5,126	17.7	4.9	25.7	17.0	43.5	46.3	13.1	
Juniata Lackawanna	4.8 82.6	3,194 4,258	45.7	20.4	31.0	24.2	18.1	30.8	5.2 9.2	15.8	Honesdale	8.7	3,499	40.5	16.5	32.1	31.2	20.9	32.6	6.5	
Scranton	44.0	4,328	30.6		29.5			38.0		28.7	Westmorsland.	100.8	4,562	26.7	8.3	29.2		33.4		10.7	
Carbondale	5.0	4,160	31.8		30.9	25.2		38.0		25.9	Greensburg	8.7	5,175	25.2	6.9	36.1		34.5		14.2	39.6
Dunmore	6.0	4,470	29.6	9.4	28.4	21.6	30.7	37.4	11.3	31.6	New		4 700	00.00		00 1	00.1	00 4	99.4	10.0	24.1
Lancaster	82.6	5,311 4,860	25.7	8.0	25.5	16.3	31.8	32.6	17.0	44.2 37.6	Kensington	8.8 5.3	4,762	25.7	7.7	28.1		33.4	38.1	12.8	
Ephrata	2.7	4,999	22.2	6.4	28.4	19.3	34.8	37.8	14.6	36.5	Jeanette		5,090	26.7	7.5		17.5	33.6	35.9	13.5	
Columbia	4.0	4,588	25.5	7.9	30.1	22.3	32.7	38.9	11.7		Monessen	5.7	5,084	18.3	5.1	27.0	18.0	40.6	43.5	14.1	33.4
Lawrence	35.6	4,952	23.4	6.8	25.4	17.4		41.4	13.5		Vandergrift	3.3	4,380	23.2	7.5	2000	23.8	37.9	47.2	8.2	
New Castle Ellwood City.	17.6	4,893	25.2 17.5	7.3	25.4	17.6	36.0	40.2	13.4	34.9	Arnold	3.4 5.6	4,735 3,322	20.0	10.1	32.0	23.0	36.0	41.4	12.0	
Lebanon	29.1	4,670	25.9	7.9	28.7	20.9	33.6		11.8	32.0	Wyoming Yerk	73.4	4,845	26.7	8.2	30.4	22.2	31.6	37.1	11.3	
Lebanon	11.6	4,823	24.6	7.3	28.6	20.1	34.1	38.5	12.7	34.1	York	23.3	4,763	26.4	7.9	28.9	20.6	32.5	37.2	12.2	34.3
Lohigh	89.4	5,086	23.3	6.6	26.3	17.7	34.9	37.4	15.5	38.3	Hanover	5.4	4,788	26.2	7.8	29.9	21.2	32.0	38.4	11.9	34.6
Allentown	39.7 118.3	5,096 4,400	23.8	9.3	25.7	17.1	34.7		15.8		Total those										-
Wilkes-Barre	25.8	4,443	30.5	9.8	29.2	22.3	30.7		9.7	28.8	Total Above	2010.9	4,801	27.4	8.1	25.7	18.2	32.8	37.2	14.1	38.5
Hasleton	11.5	4.844	25.2	7.4	29.2	20.5	33.0	37.1	12.6	35.0			_	-	-	-				-	
Kingston	7.0	0 450	23.2	0.1	98 8	15.8	24 1	34.3	18 8	43.8	State Total	3667.5	4.781	27.8	8.3	26.5	18.9	32.1	38.7	19 @	38 1

SALES MANAGEMENT



		Pop.	N	UMBE	R OF O	UTLET	S	6 9 1		Pop.	N	UMBEI	OF O	UTLET	3
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Bristol	Bristol	10.8	58	15	6	3	7	Providence	. Providence	247.4	1,138	94	210	131	150
Central Falls.	Providence	23.5	112	13	15	5	9	Warwick	. Kent	47.5	147	16	6	14	10
Cranston	Providence	59.1	137	16	14	12	29	West Warwick.	. Kent	19.8	99	17	23	12	12
East Provider	nce Providence	37.9	108	6	15	19	13	Westerly	. Washington	13.1	55	- 9	9	13	(
Newport	Newport	41.1	131	11	25	17	16	Woonsocket	. Providence	50.9	212	27	42	25	16
Pawtucket	Providence	81.9	303	23	55	38	44						1		

\$7054 INCOME PER FAMILY—HIGHEST IN STATE

That's only one of the many reasons why advertising in the Newport, Rhode Island Market (Newport County) is sure to bring extra sales.

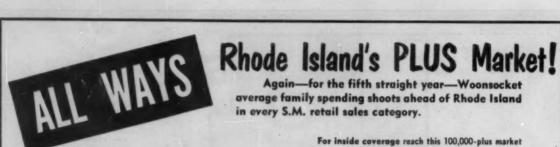
On top of the highest family income of all cities and counties in the state, the U. S. Navy adds another

\$64,000,000 a year for public works, contracts—supplies and salaries to naval and civilian workers.

Selling in this top-income market is done economically through the Newport News—Newport County's only daily newspaper.

THE NEWPORT DAILY NEWS

Largest Circulation in southern Rhode Island
Represented by The Julius Mathews Special Agency, Inc.



Average Sales Per Family

DRUGS	\$ 153	Rhode Island \$ 118	% LEAD 29%
GEN. MDSE.	385	303	27%
FOOD	1118	980	14%
TOTAL RETAIL	3862	3537	9%

Source: S.M. Survey of Buying Power, '55.

For inside coverage reach this 100,000-plus market through its one-and-only daily, the-

> WOONSOCKET CALL

COVERS RHODE ISLAND'S PLUS MARKET

RHODE ISLAND - (Continued)

					original,	
_	SIVE	estimate	s by a	MLES	MANAGE	MENT.

	Metro	0	POPULA ES 1/1	TION TIMATI	ES	ACCUPATION IN	TIVE B	2				•	777	L SALES	-1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	92	Fami-	Urban-	Net	ez.	Per	Per	Dollars	-	Coun-	(lı		ORE GRO			Buying	Quai
		(thou- sands)	U.S.A.	(thou- eands)	Papu- intion (thou- sands)	Dollars (add 000)	U.S.A.	Capita	Fam- ily	(add 900)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Bristol		30.6	.0166		23.1	48,226	.0192	1,576	5,807	22,781	.0134	2,647	8,150	781	2,084	4,008	906	.0174	1
Bristol		10.8	.9088	3.0		15,459	.0062	1,431	5,153	8,329	.0049		3,709	438	1,028	524	335	.0059	
Kent		86.5	.0545	26.3	77.4	141,821	.0663	1,590	5,381	76,319	.0440	2,902	22,647	2,392	3,925	11,665	2,191	.0525	96
West Warwick		19.8	.0123	5.4		25,990	.0104	1,313	4,818	33,205	.0196		9,139	1,561	2,885	4,503	962	.0135	
Warwick		47.5	.0292	13.8		76,970	.0306	1,620	5,578	24,897	.0146		7,502	486	180	4,255	792	.0255	
Newport		68.3	.0420	17.4	43.7	109,881	.0437	1,806	6,304	60,487	.0356	3,476	22,253	2,765	2,352	8,538	2,226	.0409	
Newport		41.1	.0253	10.1		71,244	.0284	1,733	7,054	44,360	.0261		15,351	2,733	2,086	7,116	1,632	.0271	107
Providence	112	583.2	.3587	174.7	642.4	920,103	.3064	1,578	5,267	852,200	.3835	3,733	100,810	84,616	35,029	110,634	21,864	.3700	
AProvidence		247.4	.1892	73.8		402,478	.1603	1,627	5,491	371,607	.2196		83,970	48,980	20,840	62,523	10,327	.1762	116
Central Falle		105.4	.0649	38.7	0.00	165,872	.0000	1.574	6,073	117,813	.0688		31,618	7.344	7,931	#1,369	4,588	.0666	108
A Pa stucket		81.9		25.7		133,607			5,100	103,482			25,431	7,082	7,231	20,168	3,807	.0547	100
Woonsocket		80.9	.0313	15.4		77,948			5,062	59,478			17,222	5,942	3,001	9,278	3,367	.0023	103
Cranston		80.1	.0364	15.8		93,550			5,921	30,456	.0179		12,348	\$26	786	4,602	2,041	.0313	86

4 and 4 See end of state for SM Metropolitan County Areas.

@ SM. 1955.

Before using these figures, see explanation page 11.

LISTENERS **ARE CUSTOMERS!** CUSTOMERS ARE BUYERS!

TO REACH THE

THE SALES FORCE_that's

KNOWN and LIKED and BELIEVED—throughout

THREE Standard Metropolitan Areas:

- 1. PROVIDENCE, R. I.
- 2. FALL RIVER. MASS.
- 3. NEW BEDFORD, MASS.

MORE NEW ENGLANDERS LISTEN TO WPRO THAN ANY OTHER RHODE ISLAND STATION!

MOST BUYERS, BUY BASIC...



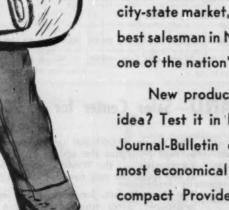
PROVIDENCE - 630 KC - 5000 W

Represented by JOHN BLAIR & COMPANY

Your Best Salesman in







With coverage of well over 100% of the families in the A.B.C. Providence area and more than 80% in the city-state market, The Providence Journal-Bulletin is your best salesman in New England's second largest market one of the nation's top test markets.

New product? New package? New merchandising idea? Test it in Providence . . . where The Providence Journal-Bulletin offers advertisers the most effective, most economical and most responsive coverage of the compact Providence-Rhode Island market.

Providence Journal and Evening Bulletin

Represented Nationally by WARD-GRIFFITH CO., Inc., with offices in New York, Boston, Detroit, Chicago, Philadelphia, San Francisco and Atlanta



Agum.

NOW AT 316,000 WATTS!

The "live" channel featuring New England's most popular selection of "live" local shows, has a new POWERFUL REACH! Already New England's most "viewed" channel . . . WJAR-TV now brings its famous showmanship to more and more of the rich New England TV market. Remember, when plotting the New England TV market . . . you simply cannot beat the coverage of powerful Channel 10, Providence! Ask for our new powerful station brochure!

WJAR-TY CHANNEL 10

PROVIDENCE, R. I. NBC - BASIC • ABC - DUMONT

WEED TELEVISION—National Representatives

RHODE ISLAND - (Continued)

The "SM" symbols mark original, exclu-

	Metro-		POPULA ES 1/1		ES	607A	TIVE BI					0	770	SALES	1984			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	9%	Fami-	Urban-	Net	0%	Per	Per	Dollars	«	Coun-	(ir		ORE GRO			Buying	Ounl
East Provi-		(thou- sands)	u.s.a.	(thou- canda)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- lly	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radie	Auto- motive	Drug	Power Index	ity in- dex
East Providence		37.9 23.5 83.9 13.1	.0145	2.00	15.4	09,814 33,265 82,100 17,668	.0132	1,416 1,523	6,290 4,752 5,885 4,530	28,980 13,751 43,273 21,255		2,944	14,701 6,182 14,013 6,750	316 282 2,800 2,241	702 700 2,295 1,008	5,937 1,201 6,583 3,149		.0119	
Total Above Cities	-	633.0	.3895	184.5		1,017,009	.4050	1,607	5,512	739,886	.4351		201,355	70,567	41,236	123,346	24,799	.4110	106
State Tetal		824.5	.5072	241.7	702.0	1.301.625	.5183	1.579	5.385	855,040	.5020	3,538	236.873	73,314	45.665	141.428	28.092	.5118	101

RHODE ISLAND - Metropolitan County Area

Previdence- Pawtucket	112	702.3	.4320	209.6	842.9	1,100,844	.4419 1,880 5,285	751,200	.4418	3,584	200,607	67,759	41,018	126,307	24,900	.4399	102
Total of Area		702.3	.4320	200.8	842.9	1,109,844	.4419 1,580 5,295	751.280	.4419	3,584	200,807	67,769	41,018	126,307	24,900	.4399	102

O SM. 1955.

Before using these figures, see explanation page 11.

WESTERLY, RHODE ISLAND-Sales Center for 67,000 People

Westerly completely dominates the southern part of Rhode Island and the easterly end of Connecticut... the shopping center for more than 67,000 people in the city and retail trade area. Its up-to-the-minute stores provide a choice selection of merchandise for these above average income families.

With a total income of \$102,000,000 . . . and retail

sales nearly \$54,000,000 or 40% above national average . . . plus the added activity of summer vacationists . . . the Westerly market keeps going at top speed the year round.

The Westerly Sun, long established as the home newspaper, gives your advertising a chance to enjoy family membership in nearly every home in the city zone and in 40% of the outside area.

THE WESTERLY SUN

WESTERLY, R. I. Represented by The Julius Mathews Special Agency, Inc.

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.

RHODE ISLAND - M Income Breakdown of Consumer Spending Units

	Total	In- come	100	,	NET IN	COME	GROU	PS, 19	54			Total	in-			ET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	Consumer Units come \$2,500-3,999 \$4,000-8,999 \$7,000 & Over CITIES	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2 % Units	%	\$2,500 % Units	13,999 in- come	\$4,000 % Units	-8,999 % fn- come	\$7,000 % Units	% In-							
Bristol	9.4	5,134	24.0	6.7	27.4	18.1	32.8	34.8	15.8	40.4	Woonsocket	17.2	4,520	27.6	8.7	28.3	21.2	32.3	39.0	11.8	31.1
Bristol	3.3	4,827	26.4	8.2	28.9	21.2	32.8	38.5	11.9	32.1	Cranston	18.1	5,167	24.7	8.8	22.9	15.1	35.7	37.6	16.7	40.5
Kent	27.8	5,099	21.9	6.1	27.3	18.2	36.6	39.1	14.2	36.6	Central Falls	7.9	4,198	27.0	9.2	82.6	28.4	31.6	40.9	8.8	23.5
Warwick	14.6	5,289	20.9	5.7	25.7	18.5	38.1	39.4	15.3	38.4	Washington	22.2	3,898	43.5	16.8	25.6	23.5	22.9	33.7	8.0	26.0
Newport	29.3	3,739	42.5	.16.2	28.0	25.4	20.9	30.5	8.6	27.9	Westerly	4.1	4,303	33.1	11.0	27.9	22.0	27.3	34.5	11.7	32.5
Newport	19.2	3,703	43.2	16.7	27.6	25.3	20.7	30.4	8.5	27.6	Total Above					117					
Providence	203.0	4,533	29.5	9.3	27.4	20.5	31.0	37.2	12.1	33.0	Cities	205.6	4,480	30.6	9.8	27.4	20.8	30.1	38.5	11.9	32.9
Providence	93.0	4,326	33.6	11.1	27.8	21.8	27.5	34.6	11.1	32.5		-	-	-							
Pawtucket	28.0	4.729	24.0	7.2	27.2	19.6	36.0	41.5	12.8	31.7	State Total	291.7	4,463	30.9	9.9	27.3	20.8	30.0	36.5	11.8	32.8

(Other South Atlantic States: Delaware, District of Columbia, Flor- SOUTH CAROLINA — Counties and Cities Ida, Georgia, Maryland, North Carolina, Virginia, West Virginia.)

S. Carolina state map—page 640	Pop.	N	UMBEI	R OF O	TLETS				Pop.	N	UMBE	R OF O	UTLET	s
City County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
AndersonAnderson	20.4	68	9	23	30	10	Greer	Greenville	5.5	21	10	11	13	4
Brandon-Judson Greenville	11.6						Hartsville	Darlington	6.0	33	9	12	17	4
Charleston Charleston	70.0	343	23	71	39	39	Lancaster	Lancaster	7.9	41	13	13	18	5
Chester Chester	7.2	27	7	7	12	4	Laurens	Laurens	9.5	38	10	9	13	5
Columbia Richland	95.1	312	33	63	49	40	Newberry	Newberry	7.4	40	11	9	15	6
Conway Horry	6.6	32	10		17	7	Orangeburg	Orangeburg	16.0	50	13	14	25	11
Florence Florence	24.1	106	10	30	21	13	Rock Hill	York	27.3	105	11	22	24	7
Gaffney Cherokee	8.3	49	8	14	13	4	Spartanburg	Spartanburg	39.0	112	22	31	43	15
Georgetown Georgetown	6.2	30	8	9	14	5	Sumter	Sumter	22.1	93	12	18	18	11
Greenville Greenville	64.7	160	30	48	56	26	Union	Union	10.3	31	11	10	13	4
Greenwood Greenwood	14.1	49	11	18	20	8	(mm/mm/mm/mm/mm/mm/mm/mm/mm/mm/mm/mm/mm/							

	Metro-			TIMATI	ES	AUTA I	TIVE BI					J	772	L SALES	-1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urban-	Not	%	Per	Per	Dallara	QC.	Coun-	(ir	FIVE S'	ORE GRO			Buving	Qual-
		(theu- sands)	of U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Abbeville	10	22.3 86.1 14.2	.0137 .0530 .0087	5.6 23.0 3.2	29.3	21,933 87,816 8,765	.0087 .0350 .0035	1,020	3,917 3,818 2,739	11,480 34,540 5,620	.0067 .0204 .0033	2,046 1,502 1,786	3,510 10,979 1,731	1,118 3,958 678	1,029 1,380 370	1,758 6,935 835	400 788 183	.0091 .0342 .0045	
Anderson Anderson Bamberg Barnwell		90.8 20.4 17.0 25.8	.0558 .0125 .0106 .0159	23.9 6.4 4.0 6.3	5.6	103,398 31,334 11,932 15,401		1,536 702	4,328 4,896 2,883 2,445	85,444 43,520 9,278 8,800	,0384 ,0256 ,0065 ,0062		15,961 7,318 2,019 2,296	8,303 6,799 931 1,383	4,792 3,324 256 339	15,032 11,942 2,319 1,800	1,809 1,192 238 294	.0432 .0164 .0061 .8078	131 88
Beaufort Berkeley Calhoun		28.9 31.5 14.3	.0193	6.7 6.8 3.3		28,685 19,357 8,476	.0114 .0077 .0034	615	4,281 2,847 2,588	12,874 8,825 4,728	.0078 .0062 .0028	1,298	3,621 3,131 1,435	1,757 1,166 654	884 492 192	3,489 2,133 1,129	281 129 147	.0118 .0003	48

*Not Available.

© SM, 1955.

Before using these figures, see explanation page 11.

Contact the:

SOUTH CAROLINA STATE DEVELOPMENT BOARD

for information in confidence on

- 1. Site Analysis
- 2. Site Inspection
- 3. Site Acquisition
- 4. Continuing Assistance

hese organizations are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in these cities, or the state or area. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

CHARLESTON, S. C.

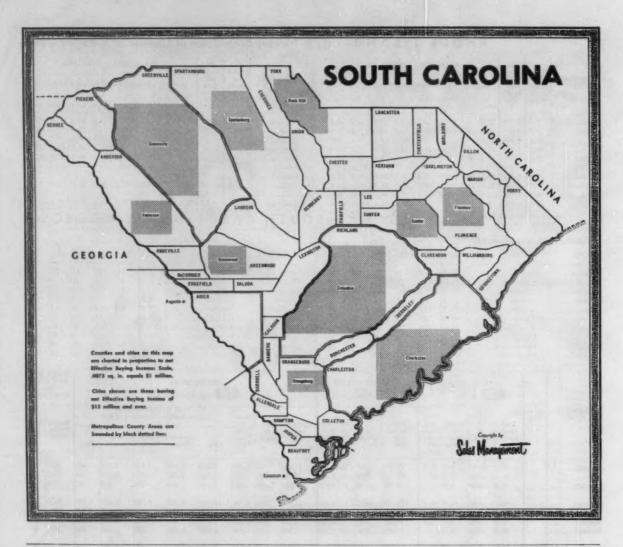
Confidential reports on industrial sites and cost factors in this area with unlimited fresh water for industry.

ARTHUR M. FIELD, Chief Engineer

CHARLESTON DEVELOPMENT BOARD

See add page 641

Table of Contents appears on pages 1, 3 and 5



SOUTH CAROLINA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-			TION TIMATE	ES	ANTA I	TIVE BI			7		0	773	L SALES	1954			SALES ADVER INC	TIS-
CITIES	politan Area	Total	OZ.	Fami-	Urban-	Nat	OZ.	Per	Per	Dollars	95	Coun-	(le		ORE GRO			Buving	Qual
2.2	H	(thou- sands)	of U.S.A.	lies (thou- sands)	Population (thou- sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	u.s.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power	ity In- dex
Charleston	24	181.4	.1116	49.6	134.6	228,825	.0911	1,261	4,613	146,522	.0862	2,954	39,004	12,514	9,241	32,275	4,840	.0037	84
▲ Charleston		70.0	.0431	21.0		100,741	.0401	1,439	4,797	113,972	.0670		25,082	11,319	8,073	29,178	3,594	.0488	113
Cherokee		35.2	.0217	8.5	12.7	33,000	.0132	940	3,894	18,152	.0107	2,136	5,180	1,679	1,386	2,887	457	.0142	85
Gaffney		8.3		2.5		11,785	.0047	1,420	4,714	14,755	.0087	1000	3,596	1,581	1,180	2,687	370	.0060	
Cheeter		32.3		7.8	10.5	32,795	.0131	1,015	4,151	29,426	.0120	2,888	6,631	1,920	1,145	3,672	534	.0141	
Chester	1	7.2	.0044	2.1		9,683	.0039	1,345	4,611	13,463	.0079		2,816	1,478	831	2,859	362	.0052	118
Checterfield		36.0	.0222	8.1	4.9	24,410	.0007	678	3,014	19,448	.0114	2,401	4,288	1,910	941	5,331	886	.0127	57
Clarendon		32.3	.0199	8.6	2.8	17,350	.0066	837	2,829	10,782	.0064	1.634	2,702	1,719	239	2,957	310	.0083	47
Colleton	-	28.5	.0176	7.2	4.7	19,130	.0078		2,667	14,660	.0006	2,036	2,812	1,915	734	3,486	604	.0099	56
Darlington		81.0	1,0317	12.2	12.8	44,046	.0178	854	3,610	32,296	.0190	2,647	8,658	5,325	1,524	5,876	775	.0200	88
Harteville		6.6	.0033	1.8	5	8,403	.0033	1,401	5,602	15,801	.0093		2,892	3,194	999	3,649	401	.0052	141
Dillon		31.0	.6191	6.7	8.3	21,568	.0085		3,219	16,153	.0005	2,411	4,256	1,422	860	3,162	426	.0109	57
Derchester		23.4	.0144	5.0	3.8	17,947	.0072		3,205	11,002	.0005		3,521	1,325	442	2,008	393	.0084	68
Edgefield		18.0	.000	3.7	2.5	11,877	.0047	742	3,210	7,631	.0045	2,062	2,107	000	248	2,821	241	.0057	68
Fairfield		21.0	0 .0121	4.1	6.0	16,122	.0064	768	3,359	8,856	.0052	1,845	2,233	2,155	268	1,720	282	.0073	57
Florence		84.1	.0616	20.1	20.7	71,748	.0286	853	3,570	65,300	.0384	3,249	15,316	8,513	3,929	13,019	1,493	.0362	70
Florence		24.1	.0148	7.	1	81,749	.0126	1.317	4,472	40,474	.0238		7,699	5,457	2,758	9,339	863	.0164	111

A and A See end of state for SM Metropolitan County Areas.

O SM, 1955.

Before using these figures, see explanation page 11.

Charleston, South Carolina ...

GIANT of the state AND STILL GROWING!

Springing from the birthplace of American history, a new GIANT has appeared . . . Charleston County is South Carolina's biggest market . . . AND STILL GROWING! Editor and Publisher's 1955 Market Guide shows 191,500, a growth of 26,500 since the 1950 census!

With the eyes of the nation's industry fixed on the South, Charleston, with its limitless supply of fresh water, deep water shipping, ideal climate and splendid labor, is growing both in population and prosperity. Look at the statistics:

Retail Sales up 145% since 1944!
Family Income up 60% since 1945!
Mfg. Payrolls up 654% since 1939!

It's no wonder manufacturers and advertisers have found that the Charleston market is a BUYING market!

And only Charleston's newspapers cover all of this BIG and STILL GROWING market with 89,337 Sunday and Evening combined circulation!





OUR SECRET'S OUT...

In recent years businesses, large and small alike, have 'discovered' Charleston . . . they've found out that 'It's true what they say about Charleston'. Industries such as Bird & Son, Esso Standard, West Virginia Pulp & Paper Co., to name a few, are pouring millions of dollars into the area's economy. Businesses of every sort . . . textiles, lumber, plastics, chemicals, oil, heavy and light manufacturing have proven to themselves that Charleston really does have EVERYTHING! Industry has found an ideal year-round climate, a good supply of efficient labor, transportation by land, sea and air, a World Port with modern facilities over miles of waterfront . . . PLUS thousands of acres of industrial sites with UNLIMITED FRESH WATER.* All this and superb nearby recreation, too!



Charleston lies between the Ashley and Cooper Rivers which come together to form the bay, resembling the situation of Manhattan between the East and Hudson Rivers.

So, naturally, industry has come, it's stayed and it's prospered . . . Want to join these happy people? Then write, wire or phone 3-2531 . . .

CHARLESTON DEVELOPMENT BOARD

*Ask for the "Bushy Park Story." P. O. Box 141, Charleston, South Carolina



27% OF SOUTH CAROLINA'S INCOMES AND

25.6% OF ITS RETAIL SALES

are in the Compact Greenville Market

Greenville's
ABC City and
Retail Trading Zones with 494,212 people.

Data for the Greenville, S.C., Market from Sales Management's May 10, 1955, Survey of Buying Power.

		Totals
INCOMES	\$620,882,400.	27.0
RETAIL SALES	382,807,400.	25.6
Food	91,956,600.	24.7
Gen. Mdse.	45,782,000.	26.3
Furn., H'held,	Radio 27,470,360.	29.8
Automotive	83,307,880.	25.3
Drug	11,177,200.	32.8

Contact us or our Representatives for market data and specific information about your products or services in the Greenville market

Represented Nationally by WARD-GRIFFITH CO., INC.

With 494,212 people in its ABC City and Retail Trading Zones, Greenville is largest among the State's three leading markets. Here are South Carolina's greatest incomes and retail sales. Covered* employment and wages are greater here than in the other two markets combined. By every accurate measurement, the Greenville market ranks first in South Carolina.

* S.C. Employment Security Commission figures

The Greenville News
MORNING & SUNDAY
GREENVILLE PIEDMONT
EVENING

DAILY CIRCULATION 100,014

SOUTH CAROLINA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES	Metro- politan Area	POPULATION ESTIMATES 1/1/55				EFFECTIVE BUYING INCOME ESTIMATES—1954				RETAIL SALES ESTIMATES—1884								SALES AND ADVERTIS- ING CONTROLS	
		Total (thoseands) U.S.A.	9	Families (thosesands)	Urban- ized Popu- lation (thou- sands)	Net Dollars (add 200)	U.S.A.	Cap- Far	Per	Dollars (add 000)	% of U.S.A.	County Sales Per Fam- ily	FIVE STORE GROUPS (in thousands of deltars—add 900)					Buying	Qual
			U.S.A.						Fam- ily				Food	General Mdse.	Furn House- Radio	Auto- motivo	Drug	Power	ity In- dex
Georgatown	1	38.7	.0207	7.8	14.8	28,829	.0118	888	3,000	19,320	.0114	2,477	5,875	1,423	999	4,888	628	.0133	84
Georgetown		6.2	.0038	1.8		9,223	.0037	1,488	5,124	13,630	.0080	100	3,336	1,116	645	3,913	414	.0050	132
Greenville	89	181.8	.1118		110.7	260,835	.1074	1,484	5,397	174,225	.1024	3,486	37,621	21,694	12,062	39,591	8,157	.1068	1
▲Greenville		64.7	.0098	18.8		104,171	.0494	1,919	6,605	119,820	.0705	1000	21,913	18,539	8,809	29,635	3,714	.0538	1
IGreer		5.5	.0034	1.8		8,055	.0082	1,465	5,370	13,621	.0000		3,104	2,132	1,813	8,683	895	.0047	138
Judson		11.6	.0071	3.1		15,248	.0061	1,314	4,919	4,443	.0026		1,663					.0053	75
Greenwood		41.4	.0205	11.0	29.8	86,802	.0227	1,372	5,104	38,157	.0225	3,460	9,167	4,433	2,841	8,138	1,322	.0232	91
Greenwood		14.1	.0087	4.1		23,352	.0003	1,056	5,696	27,991	.0165		5,962	2,360	2,403	7,282	1,076	.0113	130
Hampton		18.4	.0113	4.4		10,813	.0043	888	2,488	7,714	.0045	1,753	1,886	1,119	344	2,186	249	.0058	
Horry		63.2	.0388	14.0	10.1	60,953	.0202	* 806	3,640	37,608	.0221	2,686	8,304	5,096	1,776	8,054	1,388	.0245	
Conway	1	6.6	.0041	1.7		8,709	.0035	1,320	5,123	17,991	.0106	100	2,412	3,688	1,039	5,856	598	.0058	
Jaaper		10.9	.0067	2.6	****	5,894	.0028	632	2,682	5,029	.0830	1,934	1,130	547	270	1,617	94	.0036	54
Kerehaw		31.7	.0195	7.8	6.8	25,728	.0102	812	3,430	18,811	.0099	2,241	5,047	2,012	675	3,724	459	.0120	1
Lancaster		38.2	.0235	9.0	12.0	41,264	.0165	1,000	4,585	25,730	.0151	2,859	6,809	3,322	1,856	6,077	704	.0175	
Lancaster		7.9	.0049	2.3		11,067	.0044	1,401	4,812	16,956	.0100	100	3,027	2,161	1,534	3,972	365	.0062	
Laurens		47.1		11.7		53,136	.0211	1,100	4,542	26,471	.0156	2,262	7,484	2,865	1,973	5,105	753	.0211	72
Laurens		9.5	.0058	3.0		13,286	.0053	1,200	5,110	12,360	.0073		2,839	945	941	3,331	320	.0060	103

1 Greer is in Greenville and Spartanburg Counties.

A and A See end of state for SM Metropolitan County Areas.

*Not Available.

Before using these figures, see explanation page 11

WHAT THE TRIANGLES STAND FOR . . .

The solid black triangles in these tables and footnotes refer to Standard Metropolitan Areas.

The open triangle indicates SALES MANAGEMENT "Potential" areas.

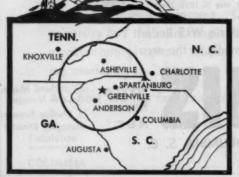


Compare this 69-county Coverage in S. C., N. C., Ga., and Tenn. with Any Other Southern Market.

POPULATION
INCOMES
RETAIL SALES
TELEVISION HOMES

2,204,800 \$2,306,268,000 \$1,471,603,000 329,281

Population, Incomes and Sales Figures from Sales Management 1955 Survey of Buying Power. TV Homes from Nielsen Survey 1953, plus RETMA Shipments through December 1954.



"Giant of Southern Skies"

100KW POWER (FCC MAXIMUM) 2204 FT. ANTENNA

Represented
Nationally by
WEED
Television Corp.
NBC
Natwork



WFBC-RADIO (NBC Affiliate) Represented Nationally by AVERY-KNODEL, INC.

Ask us, or WEED, our National Representatives for complete market data, rates, availabilities, audience surveys, and success stories.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SOUTH CAROLINA - (Continued)

T T		0		ATION STIMATI	ES	ACT N	TIVE B					0	777	L SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	97	Fami-	Urban- ized	Nat	%	Per	Per	Dollara	ASH	Coun-	(le	FIVE ST	ORE GRO		9(8)	Buying	Oual
		(thou- sands)	% of U.S.A.	ties (thou- eands)	Population (thou-sands)	Deliars (add 000)	U.S.A.	Cap- ita	Fam-	(add 000)	u.s.a.	Salos Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motivo	Drug	Power Index	ity in- dex
Lee		22.5	.0138	4.7	10000	11,309	.0046		2,419	7,550	.0044	-9	2,331	974	208	1,277	292	.0064	46
Lexington		47.9	.0296	12.4	7,79.0	47,399	.0100		3,823	22,618	.0133		7,902	1,725	1,333	4,679	671	.0193	-
McGarmick	100	9,3	.0057	2.1	****	6,194	.0025	966	2,960	3,323	.0020	1,582	303	742	217	560	77	.0029	51
Marien		34.3	.0211	7.7	12.3	24,635	.0006	718	3,199	20,870	.0122	2,710	4,805	2,619	1,545	3,151	744	.0128	61
Maribero	100	30.5	.0188	7.3	7.6	19,732	.0079	847	2,703	18,408	.0097	2,247	4,534	2,529	1,079	2,043	428	.0106	- 58
Newberry		31.9	.0196	8.2	10.7	32,285	.0128	1,012	3,937	21,815	.0128	2,660	5,930	2,400	1,582	4,406	710	.0142	72
Newberry		7.4	.0046	2.2		9,979	.0040	1,349	4,536	14,221	.0084		3,508	1,412	912	8,464	506	.0064	117
Ocones		39.7	.0244	9.4	7.0	35,264	.0141	888	3.751	29,280	.0119	2,157	5,002	2,942	1,534	4,354	452	.0185	84
Orangeburg	1	70.2	.0432	16.3		52,674	.0209	750	3,232	38,271	.0225	2,348	9,522	3,963	1,866	10,518	1,124	.0256	80
Orangeburg	1	16.0	.0008	4.2		19,696	.0078	1,231	4,690	22,621	.0133		4,028	1,970	1,309	8,254	785	.0099	161
Ptokens		40.3	.0248	10.3	. 8.4	42,702	.0170	1,060	4,146	21,143	.0125	2,053	6,826	1,587	1,806	8,770	715	.0173	70

O SM. 1955.

Before using these figures, see explanation page 11

New Feature at End of Each State

Immediately following the metropolitan areas at the end of each state you will find a new table that breaks down the consumer spending units for counties and cities in the state . . . by these income brackets: \$0-\$2,499; \$2,500-\$3,999; \$4,000-\$6,999; over \$7,000.



No other Radio Station serves South Carolina like this

WIS is South Carolina's leading radio station. It is 5,000 watts at 560 K.C. Of the 150,620 daytime families credited to WIS in 29 of South Carolina's 46 counties, a total 84,800 families—or 57%—tune to "South Carolina's Most Powerful Voice" six or seven days weekly! (Nielsen, April 1953.)

Population	1,160,700	Food	\$174,669,000
Total Homes	240,800	Gen. Mdse.	83,132,000
Radio Homes	235,190	Furn., Hh., Radio	38,690,000
E. B. I. \$1,06	1,191,000	Auto	157,390,000
Retail Sales 69	5,485,000	Drug	19,669,000

Sales Management, May 10, 1955; Nielsen, April 1953.

Sell the most people for the least cost via WIS Radio . . lowest cost per family reached of all media in the area!

Affiliated with
Broadcasting
Company
of the South



COLUMBIA, S. C.

5000 W 560 KC

G. Richard Shafto, General Manager J. Dudley Saumenig, Managing Director



Represented nationally by Free & Peters

SOUTH CAROLINA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

W numer			POPULA ES 1/	TION TIMAT	E8	Mall A	TIVE B	E	_			6	2/17	L SALES	-1984			SALES ADVER ING CONTR	TIS-
COUNTIES	Vietro- politar: Area	Total	97	Fami-	Urban- ized	Nat	67.	Per	Per	Dollara		Geun-	(le	FIVE S'	TORE GRO		H	Buying	Oua
		(thou- sands)	of U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- mative	Drug	Power	ity in- dex
flickland	31	163.3	.0585	41.8 24.8 3.7		229,778 145,720 10,245		1,532	5,537 5,876 2,769	170,358 156,854 5,357	.1002		32,066 26,326 1,138	17,438 16,938	8,979 8,448 207	45,493 42,891 1,843	5,391 5,233 133	,0988 ,0684 ,0049	117
Spartanburg Aspartanburg. 1Greer	225	15.4 158.5 30.0	.0963	40.9	85.1	192,887 61,566	.0788	1,233	4,718 5,449	130,280 88,382	,0766	3,186	30,250 11,845	15,908 11,365	8,370 6,713	29,006 25,869	3,076 2,348	.0807	84
Sumter	- 4	81.2 22.1 31.0 10.3 44.9		6.4	10.5	82,200 28,407 31,708 13,554 23,386	.0127	1,285 1,023 1,316	3,706 4,439 4,172 5,213 2,570	36,908 31,163 17,746 12,986 19,078	.0183 .0104 .0076	2,335	9,348 6,894 5,498 2,868 4,868	5,916 4,355 2,218 1,860 2,182	2,397 2,270 924 771 1,124	6,893 6,531 2,967 2,987 4,562	1,057 909 843 480 403	.0244 .0139 .0133 .0062 .0135	103 70 98
Yerk		77.8 27 3		18.9 7.0	38.8	94,705 44,481			5.011 6,354	89,478 36,965	.0350	3,147	15,906 8,710	8,798 4,192	4,822 2,825	10,297 7,710	1,490 930	.0300	
Total Above Cities		479.3	.2948	135.0		730,209	.2907	1,523	5,409	831,997	.4893		157,835	102,261	58,497	220,032	25,015	.3513	110
State Total		2,247.7	1.3828	586.0	851.1	2,296,165	,9143	1,022	4,130	1,495,320	.8794	2,689	371,633	173,933	92,062	329,254	43,009	.9374	72

1 Green is in Greenville and Spartanburg Counties.

▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11 O SM, 1955.

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Columbia SOUTH CAROLINA'S FIRST MARKET!

South Carolina's largest and wealthiest market . . . first in the state in population, retail sales and income. Columbia is the state capital, home of the state university and the marketing hub of a vast and prosperous trade area. Textiles manufacturing, cotton, tobacco and lumber are all vital industries in this thriving market.

And here are the facts and figures that prove Columbia's No. 1 ranking:

Population		Households	
COLUMBIA	99,100	COLUMBIA	26,320
Charleston	70,900	Charleston	21,290
Greenville	68,800	Greenville	20,430
Total Retail Sales		Consumer Spendable Income	
COLUMBIA	\$157,976,000	COLUMBIA	\$148,908,000
Charleston,	122,478,000	Charleston	105,070,000
Greenville	137,092,000	Greenville	111,082,000
Drug Sales		Food Sales	
COLUMBIA	\$ 5,257,000	COLUMBIA	\$ 26,261,000
Charleston	3,954,000	Charleston	26,180,000
Greenville	4,084,000	Greenville	24,278,000

(Source: 1955 Consumer Markets)

COVERED BEST BY
SOUTH CAROLINA'S LARGEST NEWSPAPERS

The # State

The Columbia Record

REPRESENTED BY THE BRANHAM COMPANY

Centered CAROLINA COVERAGE fits NATURAL distribution patterns

WIS-TV 2 years

Here's WIS-TV land in a nutshell:*

POPULATION ________1,178,884*

Larger than Baltimore

E B I _______\$1,285,413,000

Larger than Milwaukee

TOTAL RETAIL SALES766,977,000 Greater than Atlanta TOTAL FOOD SALES188,718,000

Greater than Minneapolis
GEN. MDSE. SALES 92,026,000
Greater than Dayton, Ohio

FURN., H HOLD, RADIO43,346,000 Greater than Seattle

AUTOMOTIVE SALES169,918,000 Greater than Kansas City

DRUG PRODUCT SALES ... 22,029,000
Greater than Cincinnati

TOTAL NUMBER OF FAMILIES ______289,600

*SM Survey of Buying Power, May, 1955

President G. Richard Shafto Managing Director Charles A. Batson GROWTH IS SPECTACULAR IN SOUTH CAROLINA

EBI up 1/4 billion dollars
(25%) in WIS-TV land in just 2 years

WIS-TV power up 21/2 times now 269,000 watts

ONLY WIS-TV covers so much of South Carolina

. . Central South Carolina's only VHF station

CHANNEL IO

COLUMBIA, SOUTH CAROLINA



0,50			POPULA ES 1/1	TIBBATE	8	MOUTA !	TIVE BI					O	777	SALES	1954	1		SALES ADVER INCO	TIS-
AREAS	Motro- politan Area	Total	of .	Fami-	Urban-	Not	of .	Per	Per	Deliara	«	Coun-	(in	FIVE ST	of deliars		N In	Buying	Qua
000	1.40	(thou- cando)	U.S.A.	ties (thou- sands)	Pepu- intion (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 908)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power	ity in- des
Charleston	24 31 80	101.4 163.3 - 101.8	.1004		134.8 128.6 110.7	228,825 229,778 269,835	.0915	1,407	4,613 5,537 5,397	148,522 170,388 174,225	.1002	2,954 4,105 3,485	39,004 32,006 37,021	12,814 17,430 21,684	9,241 9,979 12,082	32,275 45,493 39,801	4,640 5,391 5,187	.0037 .0058 .1008	81 91
△Sportanburg	228	188.5	.0063	40.9	88.1	192,807	.0708	1,233	4,716	130,200	.0766	3,185	30,280	15,906	8,370	29,006	3,078	.0007	84
Total of Areas		003.0	.4201	182.0	429.0	921,338	.3868	1,340	5.082	621,386	.3654	3,414	138,931	67,544	39,672	146,454	18,284	.3770	96

SOUTH CAROLINA - Income Breakdown of Consumer Spending Units

2.00	-	in-		N	ET IN	COME	GROU	PS, 19	54		000,027.0	Total	In-			ET IN	COME	GROU	PS, 191	И	
COUNTIES	Total Con- sumer Units (thous.)	por Con- sumor Unit	\$8-2 % Units	,499 % in- come	\$2,500 Winits	-3,998 % in- come	\$4,000 % Units	-6,999 % in- come	\$7,000 % Units	& Over % In- come	GOUNTIES GITIES	Con- sumer Units (thous.)	por Con- sumor Unit	\$0-2 % Units	% in- come	\$2,500 % Units	-3,990 % In- come	\$4,000 % Units	% In- come	\$7,000 Winita	& Over
Abbeville	6.8	3,214	49.9	22.1	24.0	25.2	19.9	33.5	6.2	19.2	Chester	9.0	3,847	45.5	17.7	24.2	22.4	22.3	33.2	8.0	26.7
Aiken	26.4	3,330	48.4	20.6	27.7	28.1	17.7	28.9	6.2	22.4	Chester	2.5	3,939	42.6	15.4	25.5	21.9	23.1	31.7	8.8	
Allendale	4.1	2.113	76.9	51.6	14.6	23.4	7.0	18.1	1.5	6.9	Chesterfield	9.4	2,507	64.1	35.0	21.9	28.5	9.5	19.8	-	
Anderson	27.1	3,800	39.2	14.6	29.1	25.8	24.2	34.5	7.5	25.1	Clarenden	7.5	2,316	70.7	43.4	19.1	27.9	7.3	16.9	-	
Anderson	7.3	4,268	34.9	11.6	30.6	24.3	24.3	30.8	10.2	33.3	Colleton	7.9	2,425	67.5	39.5	19.6	27.4	10.3	23.0	2000	10.1
Bamberg	4.9	2,450	67.2	38.8	19.1	28.2	10.8	23.8	2.9	11.2	Darlington	14.1	3,131	54.7	24.8	22.6	24.5	17.1	29.5	5.6	-
Barnwell	7.0	2,195	76.4	40.4	14.4	22.2	6.7	16.5	2.5	11.0	Hartsville	2.1	3,994	41.7	14.9	22.9	19.4	24.9	33.6	10.5	-
Beaufort	** *	2,471	67.6	38.8	19.3	26.4	10.1	22.2	3.0	12.6	Dillon	7.0	2,747	57.8	29.8	26.9	33.1	11.8	23.4		
Berkeley		2.472	66.1	38.0	20.3	27.7	10.3	22.6	3.3	11.7	Dorchester	6.6	2,706	62.0	32.5	22.8	28.8	11.1	22.3		
Calhoun		2.284	72.8	45.3	15.7	23.2	9.0	21.2	2.5	10.3	Edgefield	4.1	2,867	60.0	29.7	20.6	24.3	14.8	28.0	4.6	
Charleston	63.7	3,502	48.4	19.1	23.3		21.1	31.8	7.2	27.2	Fairfield	5.8	2,779	55.8	28.5	26.7	32.5	14.3	27.9	3.2	11.1
Charlesian	27.9	3,000	81.1	20.1	23.7	21.3	18.3	27.5	7.0	31.1		10000	100					100		100	
		127	-		1				1		Florenco	22.7	3,188	54.0	24.2	25.0	26.8	15.8	27.2	5.2	
Cherekee	9.7	3,408	44.5	18.6	20.8	29.1	20.6	22.7	5.6	19.6	Florence	8.7	3,632	46.4	18.1	35.8	23.5	20.7	31.0	7.6	
Gaffney	3.1		39.0	14.3	28.8	25.3	24.3	34.2	7.9	26.2	Georgetown	1 8.6	3,347	1 49.4	21.0	27.9	28.1	16.6	26.9	6.1	24.0

O SM, 1955

OUR PULSE IS POWERFUL PROOF!

Our PULSE† from 6 AM to 12 Noon proves that WSPA enjoys more than THREE TIMES the audience of the next seven stations in the rich, Carolina-Piedmont (Spartanburg-Greenville) Area! From 12 Noon to 6 PM—WSPA enjoys FOUR TIMES the audience of the next highest station!

From 6 PM to 8 PM—WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

COMPARE OUR COST PER THOUSAND RADIO HOMES FOR ONE MINUTE, ONE-TIME RATE:
7 AM-Noon \$.81 Noon-6 PM \$1.00 6-8 PM \$.87

WSFA AUDIENCE IS MORE THAN THREE TIMES GREATER THAN THE NEXT HIGHEST STATION REPORTED

tPulse November 1953

W5PA

SPARTANBURG. S.C.

Represented by

GEORGE P. HOLLINGBERY CO.

Walter J. Brown, President Roger A. Shaffer, Manager Ross Holmes, Sales Manager

First CBS Station for The Spartanburg-Greenville Market 5,000 Watts—950 On Your Dial



SOUTH CAROLINA — M Income Breakdown of Consumer Spending Units — (Continued)

871F24v	Total	in-			IET IN	COME	GROU	PS, 19	54				Total	In-			ET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$0-2 Whits	% In- come	\$2,500 % Units	-3,990 % in- come	\$4,000 Units	6,999 5 in- come	\$7,000 Units	& Over		COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	%	2,499 % in- come	\$2,500 Units	# In- come	\$4,000 % Unita	-6,999 % In- come	\$7,000 Wnite	% in-
Georgetown	2.0	4,579	35.4	11.0	28.0	20.6	22.9	27.2	13.7	41.2		Newberry	2.7	3,658	43.3	16.8	25.4	23.4	24.8	36.6	6.6	23.2
Greenville	58.8	4,514	34.6	10.9	27.5	20.6	26.5	31.8	11.4	36.7	11	Otonee	13.0	2,709	60.8	31.6	21.6	27.0	14.9	29.7	3.2	11.7
Greenville	28.4	4,711	37.8	11.4	25.9	18.6	23.4	26.9	12.9	43.1	lia.	Orangeburg	20.1	2,617	70.6	38.3	16.4	21.2	9.0	18.7	4.0	21.8
Greer	1.8	4,386	28.8	9.4	28.1	21.7	33.8	40.7	10.3	28.2	1	Orangeburg	6.2	3,153	61.4	27.7	19.3	20.7	13.4	21.2	6.9	30.4
Brandon-	74. E	CATT	100.7						100		1	Pickens	11.5	3,718	36.5	13.9	82.4	29.4	24.4	35.6	6.7	21.1
Judeon	3.6	4,295	28.0	9.3	82.3	25.4	29.8	37.6	9.9	27.7	11	Richland	57.2	4,617	41.2	14.5	25.9	21.8	22.2	30.0	10.7	33.7
Breenwood	13.1	4,350	33.3	10.9	29.0	22.6	27.1	33.7	10.6	32.8	11-	Columbia	35.9	4,056	43.2	14.8	25.3	21.1	21.3	28.4	11.2	36.7
Greenwood	5.2	4,492	34.1	10.8	29.1	21.9	25.7	30.9	11.1	36.4	Her		THE SE	200	13.77						14	1
fampton	4.8	2,333	69.6	42.4	18.8	27.2	9.5	22.1	2.1	8.3	11	Saluda	4.2	2,453	68.7	38.6	20.2	27.8	10.6	23.3	2.5	10.2
Horry	16.4	3,000	55.0	25.2	26.3	28.7	13.7	24.0	5.0	22.1	1	Spartanburg	47.5	4,065	36.8	12.9	28.2	23.5	25.8	34.2	9.2	29.4
Conway	2.2	3,989	44.1	15.7	27.0	22.9	19.6	28.6	9.3	34.8	11	Spartanburg	14.7	4,190	37.7	12.8	27.7	22.4	24.2	31.2	10.4	33.0
lamer	2.9	2,358	69.3	41.7	19.3	27.7	8.3	19.1	3.1	11.5	11	Sumter	17.8	2.874	56.2	26.8	25.8	29.3	13.4	24.5	4.6	19.4
Kershaw	8.9	2,903	57.5	28.1	23.7	26.5	14.7	27.5	5.1	17.9	1	Sumter	8.1	3,516	45.9	18.5	28.6	27.5	18.5	28.5	7.0	26.5
Lancaster	10.8	3,825	35.2	13.1	31.6	27.9	26.4	37.3	6.8	21.7	11	Union	8.5	3,726	41.4	15.8	29.1	26.4	21.7	21.6	7.8	20.1
Lancaster	2.7	4.153	33.1	11.3	33.7	27.5	23.2	30.2	10.0	31.0		Union	3.4	3,969	38.6	13.8	29.4	25.1	22.8	31.1	9.2	30.0
Laurens	14.2	3.745	44.1	16.7	24.6	22.3	23.1	33.3	8.3	27.7	1			-	-		1				1	
Laurens	3.0	4,363	36.3	11.8	26.8	20.8	25.5	31.6	11.4	35.8	Illa	Williamsburg	10.3	2,260	72.5	45.4	17.6	26.2	7.1	17.0	2.8	11.4
			-		1		1		100		1	York	24.0	3,939	39.3	14.2	26.5	22.7	25.1	34.5	9.1	28.6
Lee	5.2	2,178	78.7	49.6	14.4	22.3	8.1	20.2	1.8	8.0	1	Rock Hill	10.5	4,250	36.3	12.1	25.4	39.2	26.7	34.1	11.6	33.6
Lexington	13.7	3,454	42.4	17.4	30.2	28.6	21.7	34.1	5.7	18.9								1.355				
McCormick	2.5	2,525	66.6	37.4	19.6	26.3	9.5	20.3	4.3	16.0		Total Above	100				1					
Marian	9.1	2,721	60.5	31.5	25.4	31.6	10.1	20.2	4.0	16.7	1	Cities	180.0	4.056	42.0	14.7	25.9	21.6	22.0	29.4	10.1	34.3
Maribora	8.1	2,434	68.4	39.9	18.1	25.1	10.4	23.1	8.1	11.9	1			-	-		-		-			
Newberry	9.4	3,450	47.4	19.5	26.3	25.8	20.0	31.4	6.3		11	State Total	689.0	3,432	49.4	20.4	24.9	24.5	18.9	29.5	6.8	25.1

For PROFITABLE Selection of Markets

Since a market is only as good as your chances of selling it, its basic market data should be "weighted" by such factors as available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only show the *net worth* of the market . . . in terms of your selling chances . . . but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.

WATERTOWN, South Dakota A CITY OF BUILDERS

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ABERDEEN, SOUTH DAKOTA

SOUTH DAKOTA — Counties and Cities — (Other West North Central States: Iowa, Kanzai, Missouri, Nebraska, North Daketa.)

S. Dakota sti	ate ma	p-pag	e 650	(in	N	NUMBER OF									rop.	Nume	ER OF	OUTLETS	3
City	C	ounty		thous.)	F	GM FH	RA	I	_	Ci	ty	a	County		thous.)	F GM	1 FHI	A	D
Aberdeen Brookings Huron Mitchell	Bro	okings.		22.9 7.9 13.6 13.3	53 19 32 31	6	7 1	4 9 6	7 4 5 5	Sioux Wate	Falls.	X	enningto finnehab odingtor ankton.	a	35.7 55.4 13.8 9.2	54 117 36 19	8 20 7 14 7 16	40 23 16	2
	Metro-	0	POPULA ES 1/	ATION TIMATE	ES .	407A	TIVE B	E	_		100 27	0	770	L SALES	-1954	AU	16	SALES ADVER INC CONTR	TIS-
COUNTIES	nelitan Area	Total	4	Fami-	Urban- ized	Not	7/2	Per	Per	Dollars	07	Coun-	(le		TORE GR			Buying	Qua
		(thou- sands)	U.S.A.	ties (thou- sands)	Population (thou- sands)	Deltars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 900)	of U.S.A.	Sales Per Fam- ity	Food	General Mdss.	Furn House- Pladio	Auto- motive	Drug	Power Index	ity In- dex
Armstrong					1										- 111				
lurora		4.7 21.5	.0029	1.3		4,783 32,197			3,679 4,808	2,795		2,180	396	287	195	324	103	.0021	
Huron		13.6				22,920			5,590	27,272 23,335	.0180	4,070	5,298 3,591	3,181 2,120	1,241 1,163	5,521 5,345	7.00	.0138	1
Bennett		3.6	.0022	.8		4,680	0010	1 202	5,863	2,800	0017	3,883	539	222	71	213	47	.0019	-
lon Homme		8.4	.0062	2.6		10,701			4,116	9,971	.0017		1,259	718	687	1.451	282	.0019	
lreekinge		18.2	.0112			29,265			5,055	19,649	.0115	-,	4,307	1,839	544	3,895		.0110	1 -
Brookings	130	7.9	.0049	2.2		12,759	.0051	1,615	5,800	14,181	.0063		2,868	1,330	420	3,694	357	.0060	12
rown		33.9	.0200	10.2	22.0	82,841	.0210	1,559	5,180	52,178	.0307	5,115	8,048	7,555	2,690	9,955		.0239	11
Aberdsen		22.9		6.7		38,704			5,776	43,130	.0254	N.F.	6,424	7,181	2,537	8,333		.0181	
lrulo luffalo		5.9 1.6		1.7	2000	6,667 1,579			3,922	8,524 215	.0050		2,008	420	232	1,103	283	.0035	
Butto		7.8	.0048	2.5	3.5	9,348	.0030	1 190	3,739	11,827	.0070	4,731	2,151	747	278	2,128	308	.0048	100
ampbell		3.4	.0021	.9		3,054			3,393	1,940	.0011		555		78	226	23	.0014	
Charles Mix		16.8	.0101	4.6		22,054	.0000	1,373	4,925	16,892	.0100	3.672	3,641	812	359	1,805	478	.0095	9
lark		8.2	.0061	2.5		9,621	.0038	1,173	3,848	8,991	.0041	2,798	1,118	254	142	442	180	.0041	
lay		11.8				16,377			4,817	8,468	.0050		1,633	407	276	1,507		.0082	
odington		19.8	.0122	5.9		30,783			5,212	29,351	.0172		4,022	4,210		5,493		.0138	
Watertown		13.8	.0086	4.2		23,896	.0095	1,725	5,668	27,238	.0160	115,00	3,451	3,684	1,553	8,058	414	.0113	13
lorson		6.0	.0037	1.4	****	6,333	.0026	1,050	4,524	2,910	.0017	2,079	654	248	105		33	.0025	
luster		5.6				5,686			3,554	4,601	.0027	2,878	1,211	320	169	734		.0026	
Davison		16.9				28,387			5,489	30,257	.0178	5,819	3,679	3,934	1,657	9,932		.0131	
Mitchell		13.3	.0082	3.9	1000	24,617	.0098	1,851	6,312	27,354	-0161	903	3,351	3,489	1,657	9,405	559	.0114	13
hay		11.7	.0072	3.3	2.4	13,206	.0052	1,129	4,002	11,249	.0066	3,459	1,856	311	457	3,073	243	.0080	
Jeurl		6.7	.0041	1.8		7,870	.0032	1,178	4,372	4,494	.0027	2,487	1,071	193	146	559		.0032	
Dewey		4.8	.0030	1.2	****	4,534	.0018	945	3,778	3,404	.0020	2,837	843	212	102	678	134	.0021	7
Douglas		5.0	.0031	1.2		6,125		1,22	5,104	3,644	.0021	3,037	762	216	111	150	141	.0025	
dmunds		7.1				6,402			3,601	8,802	.0034		685	601			1	.0032	
all fliver		11.4	.0071	3.1	8.6	14,500	.0058	1,271	4,700	10,063	.0060	3,248	2,396	821	493	1,942	580	.0061	1 8
audit		4.6	.0021	1.8		6,073	.002	1,32	4,049	5,156	.0030	3,439	854	111	138	981	47	.0027	1
Brant		9.8	.0090			12,249			4,537	7,835			1,697	386	300	1,184	177	.0050	0 1
Gregory	1	7.8	.004	2.5		8,331	.003	1,00	3,332	6,199	.0037	2,480	1,212	304	86	611	162	.0337	7 1
Haakon		2.1		1		5,710			8,157	3,994			729			1	7.7		
Hamlin	-	6.6				7,587			0 3,613	8,798		3,236	960	1					
Hand	-	8.6	.0046	1.1		8,621	.003	1,30	6 4,780	8,447	.0338	3,582	991	897	2 227	1,27	2 282	.0337	7 9

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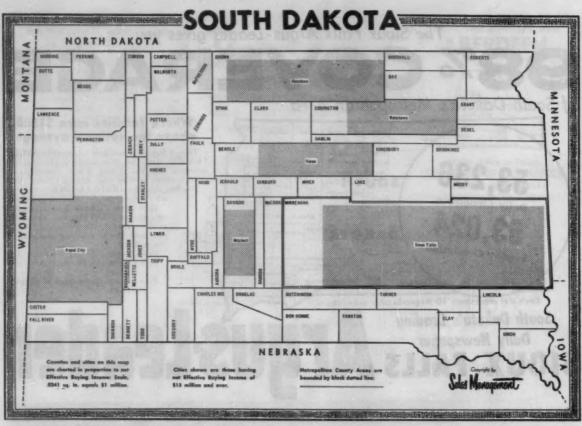
SOUTH DAKOTA - (Continued)

	Metris	0	POPULA ES 1/1	TIMATI	ES	COTA !	TIVE B		_			0	770	MATES-	1954			ADVER' ING CONTR	TIS-
COUNTIES	politan Area	Total	% ef	Fami-	Urban- ized	Not	*	Per	Per	Dollars	%	Coun-	(in	FIVE 51	rone G/AC of dellars				Qual-
		(thou- sands)	U.S.A.	iles (thou- sands)	Population (thou-sands)	Dellars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Hanson		4.9	.0030	1.3		5,456	.0022	1,113	4,197	2,664	.0016	2,049	704	111	140	437	45	.0021	79
Harding		2.0	.0013	.7		3,204	.0013	1,602	4.577	964	.0005	1,377	289	74	-	131	18	.0011	85
Hughes		8.7	.0053	2.4	6.3	15,902	.0063	1,828	6,626	14,950	.0088	6,229	3,067	1,090	357	3,503	390	.0069	130
Hutchinson		10.8	.0067	3.2	١	11,229	.0045	1.040	3,509	10,986	.0065	3,433	1,623	864	230	1,574	236	.0055	82
Hyde		2.6	.0016	.7		3,624	.0014	1,394	5:177	2,628	.0015	3.754	455	144	48	986	32	.0015	94
Jackson		1.0	.0011	.5		2,231	.0009	1,231	4,462	2,330	.0014	4,880	379	134	Sent.	363	47	.0011	100
Jeraulii		4.0	.0024	1.2		4,418	.0018	1,105	3,682	3,734	.0022	3,112	366	305	188	625	128	.0020	83
Jones		2.3	.0014	.8		2,643	.0010	1,141	3,304	2,958	.0017	3,698	324	514	60	179	23	.0013	93
Kingsbury		9.5	.0059	2.8	****	11,668	.0047	1,228	4,167	9,511	.0056	3,397	1,727	419	551	2,183	181	.0052	80
Lake		10.7	.0066	3.1	4.7	14.272	.0057	1,334	4,604	13,003	.0077	4,195	2,118	790	. 176	2,945	226	.0065	98
Lawrence		15.1	.0092	4.8	11.5	22,483	.0089	1,489	4,684	18,329	.0107	3,819	4,726	1,405	1,041	4,989	830	.0095	103
Lincoln	1	12.4	.0077	3.7	2.5	14,922	,0000	1,203	4,033	12,294	.0073	3,323	2,369	159	284	3,480	285	.0367	87
Lyman		4.4	.0027	1.1		7,560	.0030	1,725	6,899	3,075	.0018	2,795	665	131	112	304	38	.0026	98
McCook		8.3				9,523	.0038	1,147	3,809	7,751	.0045	3,100	1,011	765	207	1,351	173	.0043	
McPherson	100	6.4	.0038	1.7		5,883	.0023	921	3,486	5,514	.0033	3,244	795	443	505	1,370	39	.0029	74
Marshall	1 13	7.3		-		8,897			4,237	6,681			1,207				119	.0038	
Meade		12.6			3.9	17,381			5,607	7,492	.0044	2,417	2,106				151	.0064	
Mailetta		2.8	.0017			3,271	.0013	1,16	4,089	1,187	.0007	1,484	233	116		216	23	.0012	71
Miner		5.1				6,543			3,849	5,224	.9031	3,073	870				201	.0021	
Minnehaha	. 137	74.1	.0461	23.2	59.1	135,254			5,830	104,772	.0616	4,516	18,187				3,111		
▲Sioux Falls.		55.4	.0341	16.9		105,275			6,229	91,954	.054		15,539				2,807		
Moody	1,000	9.1	.0058	2.1	****	10,644	.0043	1,170	4,258	7,087	.004	2,835	1,125	402	463	1,139	130	.0046	82
Pennington		51.7			39.0	85,249			5,262	57,938		3,578	8,558				1,020		-
Rapid City	1	35.7	.0220	10.5		59,933	.0239	1,679	5,498	54,027	.0318	8	7,803	6,803	2,367	17,494	1,353	.0256	118

A and A See end of state for SM Metropolitan County Areas.

C SM, 1955.

Before using these figures, see explanation page 11.



TO SELVE	Metro	0	POPULA ES 1/1	ATION TIMATI	ES	ACT N	TIVE B	E				0	777	SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	ez.	Fami-	Urban-	Net	W.	Por	Per	Dollars	82	Coun- ty	. (in		ORE GRO			Buying	Oun
194		(thou- sands)	of U.S.A.	liee (thou- sands)	Popu- lation (thou- sands)	Dollars (add 990)	% of U.S.A.	Cap- ita	Fam- ily	(add 000)	% of U.S.A.	Sales Per Fam- ily	Fend	Greensi Muse.	Furn House- Radio	Auto- motive	Drug	Power	ity In- dex
Perkins		6.6 4.5	20000	1.8		9,388 0,247			5,216 4,806	7,919 5,488	.0047		1,129 947	726 90	300 100	1,934 947	43 151	.0041	1
Roberts		14.1	0.0000	3.7		14,936			4,037	10,783	.0064		1,680	1,308	230	1,874	207	.0067	
Sanborn		4.7 5.5	10000	1.1		5,316 3,323		1,131	3,797	3,872 778	.0022	2,788	900 348	120 126	106	319	40 27	.0022	
Spink		12.1	.0074	3.3	2.7	14,615	.0059	1,266	4,429	10,452	.0061	3,167	1.882	505	485	1,140	256	.0063	88
Stanley		1.5	.0009	.4		2,096 5,988		1,399 2,131	5,245 7,480	1,186	.0007	2,965 3,540	340 550	55 66	63 54	189 161	23	.0008	
Todd		4.1	.0025	1.0		2,927	.0011	714	2,927	942	.0006	942	390	238	7000	9		.0013	80
Tripp		8.6 11.2		3.8		10,168 12,610			4,237 3,663	9,848 12,500	.0056	-,	1,500	1,254 810	458 804	2,067 1,911	142 304	.0048	
Union		10.3				11,953			3,735	9,936	.0050		1,550	628	224	1,636	445		
Walworth Washabaugh		7.3		1		10,670			4,880 4,678	9,866	.0058		1,644	780	505	3,431	237	.0047	1
Yankton		18,4	.0067	2.1		21,188 15,277	.0061	1,661	5,044 5,456	18,577 17,622	.0104		2,979 2,718	2,095 1,902	811 811	3,724 3,311	363 250 22	.0098	121
Total Above Cities	-	171.8		-	-	303,288		-	5,866	1,413			45.748	39,370	16,321	78,225			
State Tetal	-	000.8	-	1	243.4	910.880		-	4.748	719,208		3.748	127,148	87,508	30,239			-	-
SOUTI	H D	AK	-	-	-		-	1.1.		ounty			1 1	94 11.11		L. P.	331	Total Control	
Sieux Falls	137	74.1	.0461	23.2			-		5,830	104,772		4,516	18,187	13,296	5,873	26,778	3,111	.0844	111
Total of Area	TI	74.1	.0461	23.	89.1	135,254	.0531	1.800	5,830	104,777	.0616	4,518	18,167	13,200	5,873	26.778	3,111	.0540	8 11

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Before using these figures, see explanation page 11

of every \$13 of National Farm Income \$1 comes from Big Aggie Land



BIG AGGIE LAND

SAMS Families—660,950 Population—214 million Effective buying income— \$2.8 billion Total Retail Sales— \$2.2 billion

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\$2.5 billion of the total national \$31.5 billion gross farm income is pocketed by farm families in Big Aggie Land.

Those good people are true radio fans, too—WNAX-570 fans to be exact. Big Aggie Land ranks 4th in the nation with radio homes. And proof of WNAX-570's dominance is found in the heart of Big Aggie Land—of 41.0 sets in use, WNAX-570 pulled a high 27.2%. An important market? You bet it is. Easy, economical to reach? It is with WNAX-570. See your Katz Representative for the facts.

WNAX-570

Yankton, South Dakota . CBS Radio

A Cowles Station. Under the same management as KVTV Channel 9. Sioux City — Iowa's second largest market. Don D. Sullivan, Advertising Director.



SOUTH DAKOTA — M Income Breakdown of Consumer Spending Units

	Total	In-	1.777	,	ET IN	COME	GROU	PS, 19	54	10 82	-		Total	to-			ET IN	COME	GROU	PS, is	84	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$3-2 Units	% In-	\$2,500 % Units	-3,999 5 In- come	\$4,000 % Units	0-8,999 % In- come	\$7,000 % Units	& Over % In-		COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$0-2 % Units	,499 % in- come	\$2,500 % Units	-3,990 % in- come	\$4,000 % Unita	10-	\$7,000 Units	% in-
Aurera	1.4	3,383	45.8	18.2	27.9	26.4	18.0	27.2	8.3	28.2	1	Custer	1.8	3,225	43.0	17.9	29.7	29.5	20.9	33.2	6.4	19.4
Beadle	7.7	4,208	36.5	11.6	23.4	17.8	28.4	34.6	11.7	36.0		Davison	6.5	4,354	34.2	10.6	24.9	18.3	29.0	34.0	11.9	37.1
Huren	5.3	4,329	33.5	10.4	23.4	17.3	30.6	38.2	12.5	36.1	11	Mitchell	5.6	4,374	34.0	10.4	24.6	18.0	29.5	34.6	11.9	37.0
Bennett	1.1	4,203	40.5	12.9	25.3	19.2	17.3	21.2	16.9	46.7	11	Day	3.8	3,458	39.9	15.5	30.2	28.0	21.8	32.3	8.1	24.2
Bon Homme	3.1	3,424	39.4	15.5	31.8	29.7	20.8	31.1	8.0	23.7	1	Denzi	2.1	3,737	33.7	12.1	34.1	29.2	21.4	29.4	10.8	29.3
Brookings	7.1	3,691	42.3	15.4	27.6	24.0	21.1	29.2	0.0	31.4			work.				1000		111111		1000	
Brookings	3.9	3,311	49.2	20.0	26.3	25.4	17.6	27.2	6.9	27.4	1	Dewey	1.2	3,738	39.0	14.0	29.2	25.0	21.7	29.8	10.1	31.2
Brown	12.2	4,324	31.8	9.8	26.9	19.9	28.6	34.0	12.7	36.3	1	Douglas	1.6	3,811	34.6	12.2	20.2	24.6	25.9	34.7	10.3	28.5
Aberdeen	8.8	4,403	30.1	9.2	26.8	19.5	30.0	34.9	13.1	36.4	1	Edmunds	2.0	3,218	44.3	18.5	29.9	29.7	19.8	31.5	6.0	20.3
Brule	1.9	3,590	42.1	15.7	26,1	23.3	21.6	30.9	10.2	30.1	11	Fall River	3.7	3,938	38.8	11.6	27.4	22.3	20.2	37.9	9.6	28.2
Buffalo	.8	3,164	46.7	19.8	26.9	27.2	17.0	27.6	9.4	25.4		Faulk	1.3	4,556	33.9	10.0	25.4	17.8	26.9	39.3	13.8	41.0
Butto	2.6	3,567	39.3	14.8	26.4	23.7	25.7	36.9	8.6	24.6	11	Grant	3.3	3,768	34.2	12.2	30.5	25.9	25.0	34.1	10.3	27.8
	1	1			1.00		1				11	Gregory	2.6	3,225	43.9	18.2	30.3	30.0	18.9	30.1	7.0	21.7
Campbell	1.0	3,030	46.0	20.4	33.1	35.0	18.3	27.5	4.6	17.1		Haakon	1.0	5,887	29.9	6.8	22.3	12.1	24.1	21.0	23.7	60.1
Charles Mix	5.3	4,237	32.2	10.2	27.4	20.7	29.1	35.2	11.3	33.9	11	Hamlin	2.1	3,530	36.1	13.7	34.9	31.6	20.8	30.2	8.2	24.5
Clark	2.6	3,844	36.6	13.5	31.4	27.8	22.2	31.2	9.8	27.7		Hand	2.2	3,929	38.2	13.0	28.7	23.4	19.8	25.9	13.8	37.7
Clay	5.1	3,193	50.4	21.2	23.5	23.8	17.8	28.6	8.3	26.6					300		SVO		1. 11.		13.50	
Codington	8.8	4,543	31.2	9.2	25.3	17.8	31.2	35.2	12.3	37.8	1	Hanson	1.4	3,850	40.9	14.3	26.3	21.8	18.8	25.0	14.0	38.0
Watertown	5.1	4,685	28.9	8.3	25.3	17.3	32.8	35.9	13.0	38.5	-	Harding	.7	4,347	39.4	12.1	21.6	18.0	21.8	25.8	17.2	46.2
Gorson	1.7	3,820	43.3	15.2	24.1	20.2	20.3	27.2	12.3	37.4	1	Hughes	3.1	8,202	28.0	7.2	22.3	13.6	30.3	29.9	19.5	48.3

② SM, 1955.

Before using these figures, see explanation page 11

SOUTH DAKOTA - (Continued)

	Total	In-	01		ET IN	COME	GROU	PS, 19	54			Total	In-	-	N	IET IN	COME	GROU	P3, 198	14	
CITIES	Con- sumer Units (thous.)	con- sumer Unit	\$0-2 % Units	% In- come	\$2,500 % Units	-3,998 % in- come	\$4,000 % Units	-6,999 % In- come	\$7,000 % Units	& Over	COUNTIES	Cen- sumor Units (thous.)	per Con- sumer Unit \$	\$0-2 % Unite	1n- come	\$2,500 Units	-3,999 % In- came	\$1,000 % Units	-6,999 % (n- coms	\$7,000 % Units	% In-
Hutchingen	3.4	3,271	43.4	17.8	27.3	26.7	22.8	38.7	8.8	19.8	Perkins	2.1	4,477	33.8	10.2	22.8	16.3	29.4	33.6	14.0	39.9
Hyde	.9	4,022	37.1	12.4	29.2	23.2	19.3	24.6	14.4	39.8	Potter	1.5	4,115	33.9	11.0	30.6	23.8	22.7	28.3	12.8	36.9
Jackson	.8	3,935	35.0	11.0	29.8	24.2	24.3	31.8	10.9	32.1	Roberts	4.4	3,375	43.5	17.3	26.6	25.2	21.7	33.0	8.2	24.5
Jarauld	1.2	3,763	39.8	14.2	26.5	22.5	22.7	31.0	11.0	32.3	Sanborn	1.5	3,459	41.7	16.2	28.4	26.2	21.1	31.4	8.8	28.2
Jones	.7	3,626	41.3	15.3	25.1	22.2	22.6	32.0	11.0	30.5	Shannon	1.3	2,588	63.1	32.3	20.4	25.2	12.4	24.5	5.1	18.0
Kingsbury	1.2	3,633	38.0	14.1	28.7	25.3	21.8	34.6	8.7	26.0	Spink	3.9	3,784	35.6	12.7	29.5	25.1	24.1	32.8	10.8	20.4
Lake	3.6	3,958	31.5	10.7	31.4	25.4	25.3	32.7	11.9	31.2	Stanley	.5	4,284 6,884	38.5	12.1	27.8 25.6	20.9	18.7	22.5 15.9	15.0 28.4	44.5 67.4
Lawrence	5.5	4,081	29.0	9.5	28.4	22.2	34.1	42.9	8.5	25.4		1 11				100		177			
Lincoln	4.2	3,595	35.6	13.3	30.5	27.1	36.3	37.8	7.6	22.0	Todd	1.2	2,525	50.9	31.8	25.8	32.7	9.8	20.0	4.5	15.5
Lyman	1.6	4.871	35.6	9.8	24.3	16.0	22.4	23.6	17.7	50.0	Tripp	2.8	3,680	41.6	15.2	25.3	22.0	23.1	32.1	10.0	30.7
McCook	2.6	3,620	36.5	13.5	30.1	26.6	23.2	32.9	10.2	27.0	Turner	3.5	3,845	33.1	12.2	33.4	29.3	25.5	35.9	8.0	22.6
McPherson	2.2	2.723	53.8	26.5	27.4	32.3	14.6	27.5	4.2	13.7	Union	3.4	3,549	38.2	14.5	28.1	25.3	25.4	38.7	8.3	23.5
Marshall	2.5	3,582	37.5	14.1	32.8	29.3	31.3	30.4	8.4	26.2	Walworth	2.4	4,519	29.3	8.7	25.0	17.7	31.6	35.8	14.2	37.8
Meade	4.9	3,526	46.2	17.6	25.5	23.1	17.6	25.7	10.7	33.6	Washabaugh	.3	3,330	59.0	23.7	15.7	15.1	8.9	13.7	16.4	47.5
Molletto	.9	3,821	43.7	18.0	27.8	23.3	16.9	22.7	12.6	39.0	Yankton	5.5	3,844	38.0	13.3	27.7	23.0	25.8	34.4	8.5	29.3
Miner	2.0	3,345	43.0	17.3	27.5	26.3	21.7	33.2	7.8	23.2	Yankton	3.9	3,904	38.0	13.1	26.0	21.3	37.2	35.6	8.8	30.0
Minnehaha	27.8	4,859	25.3	7.0	24.5	16.1	35.6	37.5	14.6	30.4	Ziabach	.7	3,902	45.6	15.7	21.8	17.9	18.2	23.8	14.4	42.6
Sioux Falls	21.4	4,911	24.8	8.8	23.9	15.6	36.5	38.1	14.8	39.5	Total Above	-				-					
Moody		3,312	44.8	18.2	27.2	26.3	20.8	32.1	7.8	23.4	Cities	67.3	4,506	30.2	9.0	25.2	17.9	31.8	38.2	12.8	36.9
Pennington		4,431	30.2	9.2	26.4	18.1	31.2	36.0	12.2	35.7		-		-		-		-		-	
Rapid City	13.3	4,500	29.2	8.7	26.3	18.7	31.9	36.4	12.6	36.2	State Total	226.5	4,021	35.8	11.9	27.0	21.5	26.2	33.4	11.0	33.2

TENNESSEE — Counties and Cities — (Other East South Central States:

Alabama, Kentucky, Mississippl.)

The	"SM"	symbols	mark	original,	exclu-
sive	estimat	es by SA	LES	MANAGE	MENT.

Tenn. state map—page 657	Pop.	N	UMBE	R OF O	UTLET	S			Pop.	N	UMBEI	or O	UTLET	
City County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
BristolSullivan	18.0	43	7	13	18	4	Lawrenceburg	.Lawrence	5.5	39	8	16	18	
Chattanooga Hamilton	137.2	544	62	104	81	74	Lebanon	. Wilson	8.7	43		15	14	3
Clarksville Montgomery	18.1	73	14	11	22	5	Maryville	.Blount	8.6	29	12		17	6
Cleveland Bradley	13.1	54	11	16	18	4	McMinnville	. Warren	8.4	51	10	12	12	4
Columbia Maury	11.0	66	8	14	26	6	Memphis	.Shelby	441.9	875	139	214	145	228
Covington Tipton	4.9	29	9	9	12	4	Morristown	. Hamblen	14.7	74	11	15	19	3
Dyersburg Dyer	11.2	52	4	13	17	7	Murfreesboro	.Rutherford	14.5	64	6	18	19	(
Elizabethton Carter	11.7	48	6	16	22	5	Nashville	.Davidson	177.5	566	72	97	90	108
Greeneville Greene	9.7	40	9	12	20	5	Oak Ridge	.Anderson	33.5					
Jackson Madison	34.6	115	12	25	35	13	Paris	. Henry	9.5	50	8	12	10	7
Johnson City Washington	30.5	125	12	20	26	9	Pulaski	. Giles	5.9	32	10	11	12	5
KingsportSullivan	23.2	52	9	25	26	9	Shelbyville	. Bedford	10.5	56	12	18	15	7
Knoxville Knox	127.7	483	54	98	97	50	Union City	.Obion	7.8	38	8	16	15	- 4

		0	POPULA ZAD ES	ATION TIMATI	ES	4077	TIVE B	E				O	277	L SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Motro- politan Area	Total	·	Fami-	Urban- ized	Net	•	Per	Per	Dollars	FIVE STORE GROUPS (in theusands of dollars—add 000)					Buying Out			
	HING	(thou- sands)	% of U.S.A.	lies (thou- sands)	Pepu- lation (thou- sands)	Dellars (add 000)	u.s.a.	Cap- ita	Fam- ity	(add 000)	(add of Sales		Food	General Mdec.	Furn House- Fladie	Auto- mative	Drug	Power Index	ity In- dex
Andersen Oak Ridge	74	58.7 33.5	.0361	15.3		81,993 59,531			5,359 6,765	39,933 31,357	.0234	2,610	14,958 11,998	3,172 3,625	1,178	5,871 4,821	2,201	.0305	
Bedford		23.5 10.5 10.0	.0005	6.7 3.3 3.0		22,048 12,663 8,812		1,206	3,291 3,837 2,871	18,216 35,007 5,783	.0094	1,901	4,434 3,265 1,518	1,421 1,288 667	1,718 1,578 215	4,981 4,981 2,007	448 387 180	.0105 .0066 .0041	102

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Before using these figures, see explanation page 11

NASHVILLE

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- . PLANT SITES
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what do you want to know about the NASHVILLE MARKET?

These are the Facts:

Souther	Metropolitan Area incl. City	Market Area
Population	348,500	1,325,700
Families	98,700	359,500
Eff. Buy. Income	\$533,435,000	\$1,369,587,000
Retail Sales		\$ 953,728,000
Auto Sales		\$ 219,091,000
Food Sales		\$ 220,082,000
Gen. Mdse. Sales		\$ 108,523,000
Home Furn. Sales		\$ 58,025,000
Drug Sales		\$ 26,195,000

1955 Sales Management Estimates

Total Circulation: Daily NASHVILLE BANNER and daily NASHVILLE TENNESSEAN, 204,360 . . . Sunday TENNESSEAN, 189,343. (ABC, Sept. 30, 1954)

Write for folder giving complete market details.



THE NASHVILLE TENNESSEAN Withdrawing All Troops,

PRINTING. CORPORATION Represented Nationally by THE BRANHAM CO.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TENNESSEE - (Continued)

		_	POPULA ES 1/	ATION STIMATI 1/88	ES	601	OTIVE B			RETAIL SALES ESTIMATES—1964						BI	SALES ADVER INC	Tts-	
COUNTIES	Metro- politan Area	Total	· ·	Fami-	Urban-	Net	«	Per	Per	Del'are	95	Coun-	(iı		ORE GRO		resitA Const	Buying	Oual
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou-sands)	Dollars (add 000)	0f U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	of Sales		General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Biedsoe		8.4	.0051	1.7		4,885	.0020	582	2,874	2,623	.0015	1,543	731	300	138	295	67	.0025	49.
Blount	74	59.6	.0367	15.2	19.5	60,192	.0240	1,010	3,960	36,535	.0215	2,404	10,312	3,864	2,732	8,100	1,260	.0258	70
Alcoa		16.5	.0101	4.8		24,781	.0099	1,500	5,163	27,411	.0161	100	4.969	8,259	2,359	6,834	871	.0118	117
Maryville		8.6	.0053	2.6		14,624	.0058	1,700	5,625	25,189	.0148		4,080	3,206	2,359	6,516	720	.0084	158
Bradley		33.3	.0205	8.7	13.1	32,300	.0128	970	3,714	27,593	.0163	3,172	6,788	1,792	1,315	6,701	617	.0153	75
Cleveland		13.1	.0081	3.9		15,519	.0062	1,185	3,979	23,435	.0138		5,140	1,599	1,240	5,238	617	.0089	110
Campbell		34.8	.0214	8.2	6.0	24,845	.0098		3,005	16,648	.0007		5,453	2,133	983	3,033	394	.0121	57
Cannon		8.3	.0051	2.2	****	5,604	.0023	675	2,547	3,332	.0026	1.515	684	674	195	911	36	.0028	-
Carrell		26.3	.0162	7.5	3.7	21,575	.0006	820	2,877	15,194	.0009	2,026	4,496	1,345	878	4,189	375	.0102	63
Carter		44.3	.0272	11.0	11.7	44,833	.0178	1,012	4.076	22,262	.0131	2,024	5,780	2,485	1,468	5,186	645	.0183	67
Elizabethton		11.7	.0072	3.3		16,392	.0065			17,990	.0106		3,648	2,002	1,306	4,759	460	.0079	110
Cheatham		8.3	.0051	2.1		6,370	.0025		3.033	4,045	.0024		1.014	551	51	791	66	.0030	59
Chester		11.1	.0009	2.8	2.6	7,547	.0030	630	2,695	4,864	.0028	1,666	1,330	267	282	688	154	.0037	84
Claiborne		23.9	.0147	5.5		13,827	.0056	579	2,514	6,037	.0035	1,086	911	1,982	222	787	77	.6068	46
Clay		7.7	.0047	2.0	****	4,231	.0016	549	2,116	1,730	.0010	985	313	288	93	429	27	.0020	43
Cecke		21.8	.0134	5.3	3.7	13,594	.0084	623	2,563	10,548	.0062	1,990	2,966	1,000	544	1,797	124	.0073	84
Coffee		25.6	.0158	7.0	8.5	21,863	.0088	854	3,123	21,236	.0125	3,034	5,184	1,242	1,222	7,225	442	.0113	72
Crockett		15.5	.0095	4.2		13,884	.0055	896	3,306	7,964	.0047	1,896	2,375	1,070	394	995	247	.0060	63
Cumberland		19.8	.0122	4.6		13,127	.0052	663	2,854	10,531	.0062	2,289	2,871	550	469	2,833	98	.0060	87

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

SOUTH DAKOTA - (Continued)

- 984	Total	In-	911		ET IN	COME	GROU	PS, 18	84			Total	In-		,	NET IN	COME	GROU	P3, 190	54	
COUNTIES	Con- sumer Units (thous.)	Con- sumer Unit	\$0-2 Wnits	5,499 5,1n- come	\$2,500 % Units	-3,999 % In- como	\$4,066 Wilte	%	\$7,000 % Units	% In-	COUNTIES	Con- sumer Units (thous.)	por Con- sumar Unit \$	\$0-4 % Units	55 in- come	\$2,500 % Units	-3,999 55 in- come	96	6,998 % In- come	\$7,000 % Units	% In-
Hutchinson	3.4	3,271	43.4	17.8	27.3	26.7	22.8	35.7	6.5	19.8	Porkins	2.1	4,477	33.8	10.2	22.8	16.3	29.4	33.6	14.0	39.9
Hyde	.0	4,022	37.1	12.4	29.2	23.2	19.3	24.6	14.4	39.8	Potter	1.5	4,115	33.9	11.0	30.6	23.8	22.7	28.3	12.8	36.9
Jackson	.6	3,935	35.0	11.9	29.8	24.2	24.3	31.8	10.9	32.1	Roberts	4.4	3,375	43.5	17.3	26.6	25.2	21.7	33.0	8.2	24.5
Jorauld	1.2	3,763	39.8	14.2	26.5	22.5	23.7	31.0	11.0	32.3	Sanborn	1.5	3,459	41.7	16.2	28.4	26.2	21.1	31.4	8.8	28.2
Jones	.7	3,626	41.3	15.3	25.1	22.2	22.6	32.0	11.0	30.5	Shannon	1.3	2,586	62.1	32.3	20.4	25.2	12.4	24.5	5.1	18.8
Kingsbury	3.2	3,633	38.0	14.1	28.7	25.3	24.6	34.6	8.7	28.0	Spink	3.9	3,764	35.6	12.7	29.5	25.1	24.1	32.8	10.8	29.4
Lnke	3.6	3,958	31.5	10.7	31.4	25.4	25.2	32.7	11.9	31.2	Stanley	.5	4,284	38.5	12.1	27.8	20.9	18.7	22.5	15.0	44.5
			100								Sully	.9	6,884	24.7	4.8	25.6	11.9	21.3	15.9	28.4	67.4
Lawrence	5.5	4,081	29.0	9.5	28.4	22.2	84.1	42.9	8.5	25.4				1		1			- E		200
Lincoln	4.2	3,595	35.6	13.3	30.5	27.1	26.3	37.6	7.6	22.0	Todd	1.2	2,525	59.9	31.8	25.8	32.7	9.8	20.0	4.5	4-5-
Lyman	1.6	4,871	35.6	9.8	24.3	16.0	22.4	23.6	17.7	50.8	Tripp		3,680	41.6	18.2	25.3	22.0	23.1	32.1	10.0	
McCook	2.6	3,620	36.5	13.5	30.1	20.6	23.2	32.9	10.2	27.0	Turner		3,645	33.1	12.2	33.4	29.3	25.5	35.9	8.0	
McPherson	2.2	2,723	53.8	26.5	27.4	32.3	14.6	27.5	4.2	13.7	Union		3,549	38.3	14.5	28.1		25.4	38.7	8.3	23.5
Marshall	2.5	3,582	37.5	14.1	32.8	20.3	21.3	30.4	8.4	26.2	Walworth		4,519	20.2	8.7	25.0	17.7	31.6	35.8	14.2	
Meade	4.9	3,526	46.2	17.6	25.5	23.1	17.6	25.7	10.7	33.6	Washabaugh		3,330	50.0	23.7	18.7	15.1	8.9	13.7	16.4	
Mellette	.9	3,821	42.7	18.0	27.8	23.3	16.9	22.7	12.6	39.0	Vankton		3,844	38.0	13.3	27.7	23.0	25.8	34.4	8.5	
Miner	2.0	3,345	43.0	17.3	27.5	26.3	21.7	33.2	7.8	23.2	Yankton	2.9	3,904	38.0		26.0		27.2	35.6	8.8	
Minnehaha	27.8	4,859	25.3	7.0	24.5	16.1	35.6	37.5	14.6	39.4	Ziebach	.7	3,902	45.6	15.7	21.8	17.9	18.2	23.8	14.4	42.6
Sioux Falls	21.4	4,911	24.8	6.8	23.9	15.6	36.5	38.1	14.8	39.5	Total Above				-						
Meody	3.2	3,312	44.8	18.2	27.2	26.3	20.8	32.1	7.3	23.4	Cities	67.3	4,506	30.2	9.0	25.2	17.9	31.8	38.2	12.8	36.5
Pennington	19.2	4,431	30.2	9.2	28.4	19.1	31.3	36.0	12.2	35.7		-	-	-	-	-		-		-	
Rapid City	13.3	4,500	29.2	8.7	28.3	18.7	31.9	38.4	12.6	38.2	State Total	226.5	4,021	35.8	11.9	27.0	21.5	26.2	33.4	11.0	33.1

TENNESSEE — Counties and Cities — (Other East South Central States: Alabama, Kentucky, Mississippi.)

The	"SM"	symbols	mark	original,	exclu
				MANAGE	

Tenn. stati	map—page 657	Pop.	N	UMBE	R OF O	UTLET				Pop.	N	UMBER	R OF O	UTLETS	
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Bristol	Sullivan	18.0	43	7	13	18	4	Lawrenceburg	.Lawrence	5.5	39	8	16	18	5
Chattanooga	Hamilton	137.2	544	62	104	81	74	Lebanon	. Wilson	8.7	43	8	15	14	3
Clarksville	Montgomery	18.1	73	14	11	22	5	Maryville	. Blount	8.6	29	12	18	17	6
Cleveland	Bradley	13.1	54	11	16	18	4	McMinnville	.Warren	8.4	51	10	12	12	4
Columbia	Maury	11.0	66	8	14	26	6	Memphis	.Shelby	441.9	875	139	214	145	228
Covington	Tipton	4.9	29	9	9	12	4	Morristown	. Hamblen	14.7	74	11	15	19	3
Dyersburg	Dyer	11.2	52	4	13	17	7	Muríreesboro	.Rutherford	14.5	64	6	18	19	. (
Elizabethton	Carter	11.7	48	6	16	22	5	Nashville	. Davidson	177.5	566	72	97	90	108
Greeneville	Greene	9.7	40	9	12	20	5	Oak Ridge	.Anderson	33.5					
Jackson	Madison	34.6	115	12	25	35	13	Paris	. Henry	9.5	50	8	12	10	7
Johnson City	Washington	30.5	125	12	20	26	9	Pulaski	.Giles	5.9	32	10	11	12	5
Kingsport	Sullivan	23.2	52	9	25	26	9	Shelbyville	. Bedford	10.5	56	12	18	15	7
Knoxville	Knox	127.7	483	54	98	97	50	Union City	.Obion	7.8	38	8	16	15	4

				ATION STIMATI	ES	ALC: U	TIVE B		Filtra.			O	7/1	L SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	· ·	Fami-	Urban- ized	Net	ac.	Per	Per	Dollars % County (in thousands of dollars—add 000)					Buying O				
	non	(thou- sands)	% of U.S.A.	lies (thou- sands)	Population (thou-sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 900)	(add of Sales		Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Anderson Oak Ridge	. 74	88.7		15.3		81,993 59,531			5,359 6,768	39,933 31,357	.0234	2,610	14,958 11,998	3,172 2,625	1,175	5,871 4,821	2,291	.0305	
Shelbyville Benton		23.5 10.8 10.9	.0005	6.7 3.3 3.0	1	22,048 12,663 8,612		1,206	3,291 3,837 2,871	18,216 15,907 5,703	.0004	1,901	4,434 3,265 1,518	1,421 1,288 667	1,718 1,578 215	4,981 4,981 2,097	448 387 180	.0066 .0041	102

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Before using these figures, see explanation page 11

NASHVILLE

In Rich Middle Tennessee

We invite inquiries regarding:

- . PLANT SITES
- . WAREHOUSE AND DISTRIBUTION
- . MARKET DATA
- . LABOR SUPPLY
- . LIVING CONDITIONS
- . PROFIT EXPERIENCE

CHAMBER OF COMMERCE

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Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

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These are the Facts:

	Metropolitan Area incl. City	Market
Population	348,500	1,325,700
Families	98,700	359,500
Eff. Buy. Income	\$533,435,000	\$1,369,587,000
Retail Sales	\$388,109,000	\$ 953,728,000
Auto Sales	\$ 86,762,000	\$ 219,091,000
Food Sales	\$ 83,948,000	\$ 220,082,000
Gen, Mdse. Sales	\$ 49,451,000	\$ 108,523,000
Home Furn. Sales		\$ 58,025,000
Drug Sales		\$ 26,195,000

1955 Sales Management Estimates

Total Circulation: Daily NASHVILLE BANNER and daily NASHVILLE TENNESSEAN, 204,360 . . . Sunday TENNESSEAN, 189,343. (ABC, Sept. 30, 1954)

Write for folder giving complete market details.



THE NASHVILLE TENNESSEAN Withdrawing All Troops,

CORPORATION Represented Nationally by THE BRANHAM CO.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

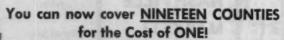
TENNESSEE - (Continued)

				ATION TIMATI	ES	AUT)	TIVE BINCOME					0	773	L SALES	1954		34	ADVER INC	3
COUNTIES	Metro- politan Area	Total	œ	Fami-	Urban-	Not	«	Per	Per	Dollars	<	Coun-	(ir		ORE GRO		100M	Buying	Oual
		(thou- sands)	u.s.a.	fies (thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- lly	(add 000)	u.s.a.	Sales Per Fam- ily	Food	General Mdee,	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Bledace		8.4	.0051	1.7		4,885	.0020	582	2,874	2,623	.0015		731	300	138	295	67	.0025	
Blount	74	59.6	.0387	15.2	19.5	60,192	.0240	1,010	3,960	36,535	.0215	2,404	10,312	3,854	2,782	8,100	1,200	.0258	70
Alcos		16.5	.0101	4.8		84,781	.0099	1,503	5,163	87,411	.0161	-0	4.969	8,259	2,349	6,834	871	.0118	117
Maryville		8.6	.0053	3.6		14,624	.0058	1,700	5,625	25,180	.0148		4,000	3,205	2,359	6,516	720	.0084	158
Bradley		33.3	.0205	8.7	13.1	32,309	.0128	970	3,714	27,593	.0163	3,172	6,788	1,792	1,315	8,701	617	.0153	75
Cleveland		13.1	.0081	3.9		15,519	.0062	1,185	3,979	23,435	.0138		5,140	1,599	1,240	5,238	617	.0089	110
Campbell		34.8	.0214	8.2		24,645	.0098		3,005	16,648		2.030	5,453	2,133	963	3,033	394	.0121	1
Cannon		8.3	.0051	2.2		5,604	.0023	-	2,547	3,332	.0020		884	874	195	911	36	.0028	-
Carrell		26.3	.0162	7.5	3.7	. 21,575	.0086	820	2,877	15,194	.0089	2,026	4,496	1,345	878	4,189	375	.0102	63
Carter		44.3			11.7	44,833	.0178			22,262	.0131	2,024	5,769	2,485	1,468	5,186	645	.0183	
Elizabethton	6.1	11.7	.0072	3.3		16,392		1,401		17,990	.0106		3,648	2,002	1,306	4,759	460	.0079	
Cheatham		8.3	.0051	2.1		6,370	.0025		3,033	4,045	.0024	1,926	1,014	651	51	791	86	.0030	
Chester		11.1	.0080	2.8	2.6	7,547	.0030	680	2,695	4,864	.0028	1,866	1,330	287	252	656	154	.0037	54
Claiberne		23.9	.0147	5.5		13,827	.0056	579	2,514	6,037	.0035	1,098	911	1,982	222	787	77	.0066	1 00
Clay		7.7	.0047	2.0		4,231	.0016	549	2,116	1,730	.0010	885	313	288	93	429	27	.0020	1
Cocke		21.8	.0134	5.3	3.7	13,584	.0054	623	2,563	10,546	.0062	1,990	2,968	1,060	844	1,797	124	.0073	84
Coffee		25.6	.0158	7.0		21,863	.0086		3,123	21,236		3,024	5,184	1,242	1,222	7,225	442	.0113	
Crockett		15.5	.0095	4.2		13,884	.0055		3,306	7,964	.0047	-8	2,375	1,070	394	995	247	.0000	
Cumberland		19.8	.0122	4.6		13,127	.0052	063	2,854	10,531	.0062	2,289	2,871	550	469	2,833	96	.0069	57

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

Wanna Sell Middle Tennessee and

Southern Kentucky?



. . . Plus Secondary Coverage in 34 Counties

WSIX, "the voice of Nashville," reaches out to sway and sell the 346,400 radio homes in the agriculturally and industrially rich fifty-three counties comprising Middle Tennessee and Southern Kentucky.

You can sway and sell all nineteen counties in the WSIX primary coverage area (plus coverage in 34 secondary counties)—with combined retail sales of over one billion dollars. And the cost? Probably even less than you'd expect to pay for strong single-county coverage!

To sell Middle Tennessee and Southern Kentucky most effectively, at lowest cost, you need WSIX I

WSIX

5000 W. 980 KC.

NASHVILLE

ABC NETWORK

● Los Angeles ● San Francisco

TENNESSEE - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

I SALES AND

1,200	Metro-	0		ATION TIMATI	ES	SUTA.	TIVE B	E				•	OTTA.	L SALES	1954			ADVER INC	TIS-
COUNTIES	politan Area	Total	77	Fami-	Urban- ized	Not	2.5	Per	Per	Dellars	55	Goun- ty	(li	FIVE ST	ORE GRO				Quai
	-07:	(thou- cands)	U.S.A.	ties (thou- sands)	Population (thou- sands)	Dellars (add 000)	U.S.A.	Gan- ita	Fam- ity	(add 000)	U.S.A.	Sales Per Fam- liy	Food	General Mdse.	Furn House- Radio	Auts- motive	Drug	Power	In- dex
Oxvideen	96	348.5	.2143	98.7	280.9	833,435	.2124	1,831	5,405	388,109	.2282	3,932	83,948	49,451	22,267	90,702		.2176	
▲Nashville		177.5	.1092	52.3		267,103	.1064	1,505	5,107	332,739	.1957		60,033	47,803	20,550	70,099	9,121	.1338	
Decatur		8.9	.0058	2.4	****	5,472	.0022	615	2,280	3,373	.0020	1,405	698	391	71	1,602	78	.0028	
De Kalk		10.8	.0067	2.7	****	6,822	.0027	632	2,527	3,826	.0023	1,417	876	627	286	714	66	.0033	49
Dickson		18.1	.0111	5.1	3.2	14,266	.0087	787	2,793	10,064	.0059	1,973	2,778	1,204	513	1,787	443	.0000	62
Dyor		32.0	.0197	9.1	11.2	30,781	.0122	962	3,383	28,180	.0186	3,097	6,766	1,513	1,768	6,845	582	.0150	78
Dyershory	190	11.2	.0069	3.5	-	15,145	.0060	1.352	4.327	21,041	.0124		8,727	1,110	1,488	5,949	426	.0081	117
Fayette		28.2	.0161	6.0	****	13,340	.0054	509	2,223	8,302	.0049	1,384	2,221	1,734	186	1,354	152	.0074	46
Funtress		15.1	.0003	3.3		8,127	.0032	538	2,463	4,813	.0028	1,458	832	1,337	295	1,002	71	.0043	1
Franklin		25.2	.0155	8.2	4.0	20,232	.0081	803	3,263	14,590	.0088	2,353	3,201	1,701	1,130	3,328	406	.0007	
Gibeen	1	48.1	.0298	14.1	16.5	46,110	.0183	959	3,270	31,995	.0188	2,200	7,046	3,032	2,407	7,420	1,048	.0207	70
Giles		25.7	.0158	7.0	5.9	22,223	.0000	865	3,178	13,448	.0079	1,921	2,790	1,374	791	3,794	351	.0100	
Pulanki		5.9	.0036	1.9		7,800	.0031	1,324	4,110	10,630	.0063		1,649	770	622	3,793	279	.0042	
Grainger		12.8	.0077	2.8		6,922	.0027	554	2,387	2,717	.0016	937	562	643	63	811	40	.0034	1
Greene		40.5	.0249	10.0	9.7	33,663	.0135	837	3,197	22,765	.0134	2,148	4,868	2,458	2,028	5,367	521	.0157	1
Orseneville		9.7	.0060	2.8		11,445	.0046	1,180	4,088	18,897	.0111		3,012	1,693	2,028	4,881	426	.0068	113
Grundy		12.4	.0076	2.0		7,132	.0028	575	2,459	3,996	.0023	1,378	1,324	1,180	158	- 108	40	.0036	47
Hamblen		25.1	.0159	6.1	14.7	29,465	.0108	1,022	3,836	23,394	.0138	3,390	5,229	2,122	1,151	7,206	508	.0127	80
Morristown		14.7	.0000	4.0		16,901		1,150		22,225	.0131		4,525	1,807	1,151	7,206	508	.0091	
Hamilton	. 27	213.0	.1314	81.1	184.5	258,288	.1148	1,350	4,857	263,520	.1580	4,267	80,437	30,882	17,420	49,919	7,915	.1301	99
▲ Chattanooga	-	137.2	.0844	40.9		193,250		1,401		241,586	.1421		49,091	30,511	17,065	48,725	6,997	.0978	116
Hancock		8.0	.0050	2.0		3,915	.0015	489	1,956	1,404	.0000	702	186	390	. 86	329	. 50	.0020	
Hardeman	-	22.6		8.0		13,045	.0052	577	2,600	8,061	.0047	1,612	2,530	1,026	238	1,645	194	.0068	
Hardin		18.2	.0000	4.1		10,448	.0042	845	2,548	8,897	.0061	2,007	1,901	998	181	2,094	97	.0056	57

GEORGE P. HOLLINGBERY COMPANY:

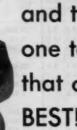
A and A See end of state for SM Metropolitan County Areas

O SM, 1955

Before using these figures, see explanation page 11.



A Big Market..



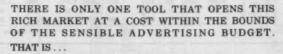
and the one tool that opens it BEST!

can open a can with a hack saw. Or axe. But you don't. You use a can pener. That's the way it is with the Central South. The Central South is a \$2,713,-331,000 market-more powerful in consumer spending power than the cities of Baltimore, Buffalo, Minneapolis, Cincinnati, or Houston.

This market can be opened with a variety of tools. But just one does the job BEST: WSM Radio. Here's why:

The cost is prohibitive if you attempt to do it by combining any other Nashville radio station with small town stations, or by combining Nashville newspaper and small town

papers. Television leaves well over half the area uncovered from the standpoint of consumer dollar penetration.



IRVING WAUGH, Commercial Mgr.

CLEAR CHANNEL 50,000 WATTS

			POPULA ES 1/1	TION TIMATE	58	# 977A	TIVE B					0	773	SALES	1984			SALES ADVER INC CONTR	TIS
COUNTIES	Metro- politan													FIVE ST	ORE GRO	UPS			
CITIES	Area	Total	%	Fami-	Urban- ized	Not	Œ	Per	Por	Dellars	oz.	Coun-	(In	thousands	of dollars-	-add 000)		Buying	Ou
		(thou- eands)	U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motiva	Drug	Power	it In
lawkins		30.9	.0190	7.5	2.6	23,538	.0084	782	3,138	12,394	.0073	1,653	3,121	1,736	1,461	2,188	285	.0107	
laywood		24.0	.0154	6.1	4.5	16,451	.0065		2,697	13,063	.0077		4,154	1,300	394	2,611	317	.0087	
fersterson		18.1	.0000	4.3	3.4	11,440	.0048	711	2,060	7,963	.0048	1,852	1,756	884	290	2,801	221	.0056	
lenry		22.2	.0136	8.7	9.5	22,495	.0000	1.013	3,387	14,070	.0083	2,100	3,404	1,314	1,290	2,614	450	.0097	
Paris		9.5	,0058	3.2		13,455	.0054	1,416		12,836	.0075		2,575	929	1,081	2,377	414	.0061	1
lickman		12.8	.0079	3,1		9,797	.0039		3,100	4,905	.0029	1,582	835	1,271	247	1,103	71	.0044	
louston	100	4.6	.0028	1.2	****	2,920	.0012	835	2,433	1,573	.0000	1,311	815	305	61	263	72	.0014	
Humphreys		10.4	.0064	2.8	****	9,521	.0000	915	3,400	5,904	.0035	2,100	1,000	759	478	1,450	200	.0042	
ackson		11.3	.0070	2.6	40.00	8,522	.002€		2,508	1,917	.0011	737	319	358	150	455	64	.0331	
offeren		10.1	.0117	4.0	3.5	15,912	.0000	833	3,247	8,867	.0062	1,810	2,514	885	382	2,715	309	.0070	
ohnson		11.6	.0072			7,195	.0022		2.865	9 974	.0024	1 490	981	793	191	202	106	.0031	
Cnex	74	236.4	.1454	2.7 65.3	189.6	321,200		1,359	-	3,974 245,139	.1442		52,457	38,140	18,245	48.622	7.031	.1383	٠,
▲Knoxville		127.7	.0786	36.7		190,559		1,492		221,407	,1302	3	39,096	07,398	17,858	45,675	6,773	.0927	
ake		11.0	.0067	2.8		8,510	.0034	774	3,039	6,000	.0039	2,392	1,886	508	480	1,231	289	.0042	
auderdale		24.9	.0184	8.8	3.4	10 000	.0078	704	2 000	12 704	8001	0 111	3,717	1,600	808	2,621	491	.0003	
awrence		27.9	.0171	7.2	97.0	19,028 19,863	.0000		2,927	13,724 16,178	,0081		3,424	1,453	1,488	3,545	286	.0103	1
Lawrenceburg.		5.5	.0034	1.6		6,164		1,121		12,339		-	1,914	696	1,112	3,414	231	.0041	
.ewie		6.0	.0037	1.5		4,454	.0017		2,960	3,520		2,347	916	126	218	1,075	60	.0021	1
														1 010	973	9 000	401		ı
incoln	1	24.5	.0181	6.6	10000	20,741 20,188	.0083		3,143	14,543	.0008	2,203	3,455 5,180	1,212	840	3,279 4,285	574	.0098	
AcMinn		31.7	.0195			27,648			3,331	36,452		4,392	9,237	3,221	2,712	8,463		.0151	
		11 10	/		179	1 1000		HI.										2.0	1
McNairy		19.5	.0120			12,963	.0032		2,542	8,305			1,867	1,370	233 137	2,794	142	.0064	
Macon		13.1 61.5	.0000		2000	7,785	.0031	1,131	2,219	2,631 49,669	.0015		705 10,786	8,717	2,273	12,725			
Jackson		34.6				48,198			4,422	45,074			8,437	4,661	1,959	12,596		.0218	
		1 31		1		11115		7375	1135										1
Marien		20.8				15,924			3,185	11,546			3,112	1,989	820	2,177	351 354	.0078	
Marshall Maury		17.8				17,710 39,195		1	3,473	12,236 28,321			2,960 6,380	1,128 2,883	1,158 1,444	3,371 7,927	723	.0071	
Columbia		11.0				14,972			4,404	21,679			3,920	1,495	1,301	7,188			
		dir	0.00	1100		1112	1.41		200								100	1000	1
Melgs		6.0				3,883		-	2,841	1,561			614	409	124	132			
Monree Montgomery		23.8				15,460			2,750	11,879			3,123 9,911	1,005 4,915	726 1,463	1,483 7,783			
Clarksville	1	48.4 18.1				84,807 25,446			5,581	39,874			6,615	4,588					
	1		1011	1	100		1000	1.,20	10,000							.,	1 1	1	1
Meare		4.0				2,786			2,306	776	1,733,73		285	174			25		
Morgan		15.4				9,356			2,924	3,378			1,099	615	92				
Oblen		7.8			1	29,364			4 3,881	19,000			4,504 2,300						
Conta City		1	.00%	-		10,001	.001	100	1,00	24,000	.000		2,000	0.0	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				1
Overton		16.7				9,371			1 2,343	5,05			1,010		201	1,008			
Perry		5.1				3,778			0 2,519	1,784			442 238	1	108 149			.001	
Pickett		4.0	.002	1.1		2,229	.000	48	5 2,220	1,085	.000	1,085	230		140	240		1 .001	
Polk		13.0	.008	3.	1	9,831	.003	8 78	8 3,172	7,71	.004		1,393						~1
Putnam		31.0	.019			26,804	.010	-	5 3,351	15.36	.0090					0,000			
Rhen		16.3	.009	8 3.	9 3.1	12,320	.004	90	6 3, 161	9,66	.005	2,479	2,683	557	361	2,093	421	.008	*
Roane		32.	.019	8.	3 14.0	29,910	.012	0 80	3 3,605	17,86	.010	2,150	4,914	1,881	1,290	4,844	641	.013	1
Robertson		28.							7 3,225					1,14	948	3,395	5 571	.010	13
Rutherford		42.	4 .026	1 11.	2 14.5	48,62	.018	5 1,10	0 4,163	29,50	6 .017	4 2,649	.7,32						
Murfreesboro		14.	5 .008	9 4.	4	20,63	4 .008	2 1,42	3 4,690	23,89	.014	1	4,743	1,542	1,460	6,567	62	.010	1
Scott		17.	.011	0 4.	0	9,88	4 .004	0 85	2 2,471	5,50	9 .003	3 1,377	880	1,410	130	1,034	4	.000	11
Sequatchie		6.		-				-	2 2,985			2 1,570	500	101	92	841	8 3		
Bevier		22.	5 .013		5	100000			5 2,965			6 2,671	4,34	1,200	897	2,50	8 42	.008	16

A and A See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

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.. in Memphis because..

, 1088-foot tower

1335 feet above sea level, WMCT's "topper" tower assures the highest grade signal service delivered from Memphis, Tennessee

2. preferred "low band" channel 5

WMCT, on preferred lower band Channel 5, serves a larger area with a clearer picture than any other Memphis television station.

3. program preference 2 to 1

According to the ARB Report of October, 1954, between 6 P.M. and 10:30 P.M., of the total of 126 quarter-hours, WMCT had 87 top-rated periods.

usk your regional distributor or district sales manager in Memphis

WMCT

MEMPHIS First TV Station
NOW 100,000 WATTS

MEMPHIS . CHANNEL 5 NOW 100,000 WATTS

Affiliated with NBC—Also affiliated with ABC and DUMONT
Owned and operated by
The Commercial Appeal
The Branham Co.

TENNESSEE - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

	Metro	Q	POPULA ES 1/1	TION TIMATI	ES	ACT IN	TIVE BINCOMI	E				0	277	L SALES	-1954	en la	Bio	SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Tetai	ar	Fami-	Urban- ized	Not	a d	Per	Per	Dollars		Coun-	(lir		ORE GRO			Buying	Qual
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thousands)	Dellars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	u.s.a.	Salos Per Fam- ily	Food	General Mdse.	Furn House- Fladio	Auto- mative	Drug	Power Index	ity In- dex
Shelby		824.7 441.9	.2718	130.3		814,568 712,308	.2836	1,612	5,449 5,467	619,118 588,797	.3483		118,895 106,889	187,731 184,468	28,811 28,855	138,279 136,482	16,635	.3001	110
Smith		13.2		3.7		10,472 5,480	.0041		2,830 2,725	5,848 2,704		1,880	959 534	1,085 597	433 106	1,132	139	.0047	
Sullivan		107.2	.0080	28.4	87.0	147,897	,0589	1.380	5,208	80,197	.0824	8,141	17,804	12,006	8,947	20,046	2,577	.0583	86
Bristol (Va.)		35.0	.0816	9.6		48,107	.0198	1,376	8,010	87,688	.0039		10,789	9,459	4,483	10,485	1,780	.0841	118
Kingsport		23.2	.0143	6.8		43,665	.0174	1,882	6,718	48,377	.0285		6,918	5,822	4,614	13,466	1,359	.0201	141
Bristol		18.0	.0111	5.8		29,165	.0116	1,620	5,500	30,281	.0178		4,745	6,737	2,241	0,558	938	.0134	
Sumner	1	32.8	.0202			27,783	.0111	847	3,087	16,894	.0088	1,844	5,070	1,444	1,686	3,699	499	.0125	
Tipten		29.9			1	24,814	.0098		3,300	16,155	.0005	2,154	3,734	2,549	489	2,306	429	.0115	
Covington		4.9	.0080	1.6	H.	7,441	.0030	1,519	4,651	11,400	.0067	1	1,646	1,108	440	2,378	324	.0041	1 137

; Gent. Muse, sales include mail order catalog sales, See page 20.

Before using these figures, see explanation page 11 © SM. 1955

CA PS CONNERCIAL APPEAL - PRESS-SCINITAR



AND WE QUOTE:

"Transportation facilities were a major reason for locating the new twenty million dollar Grace Chemical Company anhydrous ammonia-urea plant in the Memphis area."

J. PETER GRACE
President, W. R. Grace & Co.

- **RAIL:** 9 trunk lines with 17 radiating rail lines furnish competitive service to all principal cities and markets of the United States.
- TRUCK: 88 motor freight lines link Memphis to the markets of America.
- **WATER:** Old Man River and his tributaries carry Memphis freight to the ports of the seven seas.
 - AIR: 8 Airlines furnish passenger and express service from Memphis over 16 radiating lines. You can fly from Memphis to anywhere!
- HIGHWAY: 5 Federal highways cross the Mississippi at Memphis and 13 Federal highways enter Memphis.
- BUS LINES: 8 bus lines serve Memphis and connect Memphis with the world.

Hub of a great and growing Empire, Memphis offers to industry unexcelled facilities for getting anything or anyone anywhere. That's important when sites for new plants are being considered around directors tables.

Two Dailies and the South's Greatest Sunday Newspaper

THE COMMERCIAL APPEAL = MEMPHIS PRESS-SCIMITAR

SCRIPPS - HOWARD NEWSPAPERS



Want

WAY UP IN POPULATION AND CIRCULATION

17,987 33% 19,387 21%

LEADER IN SALES & INCOME!

BUY THE JOHNSON C

\$ PER AD \$

Press-Chronicle in-fluences \$3,929,800 in City Retail Sales for each cent of line rate . . 14% more than E. Tenn, Market "K". 9% more than

MORE

EAST in Tennessee?

Readers spent

\$361,964

for the Press-Chronicle in 1954 . . . 40c weekly for a thoroughly appreciated newspaper.

You reach them at low comparable milline —Sunday Press-Chronicle \$6.88, paper"H" 6.81, paper"B"6.68.

National Ad. Investment, 1954 \$100,869

5-yr. Gain-18%

National Linage UP 8%, '54 vs. '53 "B" lest 14% P.C. led "K" by 15%



REFAIL SALES & IPC-CAME:
REFAIL SALES 994 | SBI PER FAMILY
Johnson C. \$47,150 | Johnson C. \$5,253
Wash. Ca. \$4,260 | State av. 4,160 |
Johnson C. \$41,216 | Wash. Ca. \$7,519 |
Johnson C. \$41,216 | Geometric Sales av. 4,160 |
Johnson Ch. \$41,216 | MgBoot brackets
than the city as averages more consumer income in the 2 highost brackets
than the city of the consumer in the 2 highost brackets

The Press-Chronicle is an all-day (no duplication) and Sun-day (no duplication) and Sun-law (no duplication) and Sun-law (no duplication) and sun-tantiles, plus affective cover-age of the growing trade area, It works ALL the time!

ALL-DAY SALESMAN!

esentatives THE JOHN BUDD COMPA

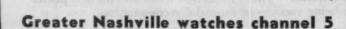
TENNESSEE - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Matro	0		ATION STIMATI	ES	607	TIVE B					•	777	L SALES	-1954			SALES ADVER INC	TIS-
COUNTIES	politan Area	Total	8	Fami-	Urban- ized	Net	eg.	Per	Per	Deliara	- C	Coun-	(le	FIVE S'	TORE GR			Buying	Qual-
	dis.	(thou- sands)	% of U.S.A.	lies (thou- sands)	Population (thou-sands)	Dellara (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	% of U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- metive	Drug	Power Index	ity In- dex
Trouedale		5.5	.0034	1.6		3,244	.0013	500	2,028	2,313	.0013	1,448	492	234	82	257	86	.0017	50
Unicol		18.0	.0006	3.9	8.4	15,521	.0062	970	3,980	7,128	.0042	1,828	1,532	1,167	364	1,422	73	.0063	84
Union	10.1	8.5	.0053	1.8	****	4,615	.0019	543	2,429	1,314	.0008	882	437	483	AF DY	133		.0023	43
Van Buren		4.0	.0024	.8		2,004	.0007	501	2,505	547	.0003	684	241	80		146	23	.0000	38
Warren		22.5	.0139	6.4	8.4	19,164	.0077	882	2,994	16,005	.0005	2,815	4,143	1,845	1,343	2,546	400	.0095	68
McMinaville		8.4	.0052	2.6		10,191	.0041	1,213	3,920	14,124	.0083	-	2,976	1,453	1,254	2,546	320	.0056	108
Washington	1100	61.5	.0378	18.7	30.5	67,519	.0269	1,098	4,301	54,200	.0319	3,456	9,540	7,082	2,302	13,242	1,440	.0305	81
Johnson City		30.5	.0188	7.7		41,218	.0164	1,351	5,353	47,150	.0277	Part I	7,140	6,365	2,252	12,664	1,177	.0203	106
Wayne		13.6	.0084	3.3	****	7,784	.0031	572	2,359	5,468	.0032	1,657	1,655	511	329	1,592	126	.0042	50
Weakiey		26.6	.0163	7.8	4.0	23,917	.0095	299	3,066	13,175	.0078	1,689	3,518	1,089	785	2,375	515	.0104	64
White	-320	15.8	.0000	4.0	4.2	11,412	.0045	718	2,863	8,587	.0050	2,142	2,239	881	1,442	1,972	320	.0067	88
Williamson	-/155	23.0	.0142	6.0	5.3	19,319	.0077	840	3,220	13,415	.0079	2,236	3,538	1,254	839	2,327	345	.0000	63
Wilson		26.7	.0164	7.6	8.7	24,548	.0098	918	3,230	18,417	.0108	2,423	3,848	1,610	1,293	5,217	493	.0115	70
Lebanon		8.7	.0054	2.5		10,006	.0040	1,150	4,003	14,670	.0086		2,736	792	1,215	488	369	.0057	106
Total Above Cities	1111	1,197.9	.7371	351.7		1,813,743	.7224	1,514	5,157	1,902,350	1.1180	obo	352,798	303,071	118,474	430,847	54,148	.8446	115
State Total		3,372.4	2.0745	908.6	1508.6	3,771,556	1.5018	1,118	4,180	2,728,493	1.6046	3.010	612,517	391,963	159,432	507,644	77,046	1.6472	78

O SM. 1955.

Before using these figures, see explanation page 11



The CBS station for 62 Tennessee and Kentucky counties - a billion dollar market reached by Nashville's highest towered, maximum powered station.

FOR AVAILABILITIES, CHECK OUR NATIONAL REPS, THE KATZ AGENCY

100,000 WATTS CBS BASIC AFFILIATE NASHVILLE, TENNESSEE





IN
MIDDLE
TENNESSEE
AND
SOUTHERN
KENTUCKY
IT'S CHANNEL 8

TO SELL THE MOST

YOU'VE GOT TO TELL THE MOST!

And you can tell the most PER DOLLAR IN NASHVILLE on WSIX-TV!

It's simple arithmetic. Two networks feed top live shows and sport programs. This, plus top syndicated films and established local personalities, adds up to WSIX-TV availabilities that permit you to pinpoint your most profitable prospects — by age and interests — without costly "waste circulation." It adds up. You can tell the most per dollar in Nashville on WSIX-TVI

wsix.tv

CHANNEL

Nashville, Tenn.

National Representative:
GEORGE P. HOLLINGBERY COMPANY:

KY.

TENN.

New York Chicago Atl

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TENNESSEE - Metropolitan County Areas

		0	POPUL 1/	ATION STIMAT 1/55	ES	407A	TIVE B	E				•	2773	L SALES	1864			SALES ADVER INC CONTR	TIS-
AREAS	AREAS Metro-politan Area Total (thou-sands) U.S.A. (thou-sands)			Urban-	Not	<	Pur	Per	Dollars		Coun-	(in	FIVE ST	ORE GRO			Buying	Oual	
AREAS		(thou-	U.S.A.	fies (thou-	Population (thou- sands)	Dollars (add 000)	of U.S.A.	Capita	Fam- ily	(add 900)	of U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Chattanoogs	27	255.1	.1589	73.2	178.3	336,899	.1342	1,321	4,602	284,731	.1675	3,890	65,799	32,762	18,908	84,955	8,845	.1487	95
Knoxville	74	354.7	.2182	98.8	216.3	463,385	.1845	1,306	4,837	321,607	.1891	3,357	77,817	45,166	22,172	80,583	10,582	.1926	88
Memphis	89	524.7	.3228	149.5	453.9	814,588	.3244	1,552	5,449	819,118	.3841	4,141	116,895	137,731	28,511	138,279	17,602	.3380	104
Nashville	96	348.5	.2143	98.7	280.9	533,435	.2124	1,531	5,405	368,109	.2282	3,932	83,948	49,451	22,267	86,762	11,237	.2176	102
Total of Arens		1,483.0	.9122	417.2	1129.4	2,148,287	.8655	1,449	5,149	1,613,565	.8489	3,868	344,459	265,110	91,876	340,589	48,266	.8948	98

TENNESSEE - Income Breakdown of Consumer Spending Units

	Total	in- come			NET IN	COME	GROU	P3, 19	54			Total	In-			NET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$3-1 % Units	2,499 % In- come	\$2,500 Wnits	-3,999 % In- coma	\$4,000 56 Units	-6,999 In- come	\$7,000 % Units	& Over	COUNTIES	Con- summer Units (thous.)	per Con- sumer Unit	\$0-2 % Units	2,490 % in- come	\$2,500 % Units	-3.999 % in- come	\$4,000 % Units	% In-	\$7,000 % Units	% in-
Anderson	17.7	4,645	23.2	7.1	23.2	17.0	36.7	43.0	16.9	32.9	Cheatham	2.4	2,695	58.3	30.9	25.5	33.4	11.9	24.0	3.3	11.7
Oak Ridge	11.4	5,239	14.7	4.0	19.3	12.5	44.2	46.0	21.8	37.5	Chester	3.2	2,394	66.0	39.4	23.4	33.2	8.4	19.1	2.2	8.3
Bedford	7.1	3,114	51.4	23.6	30.5	33.2	13.2	23.1	4.9	20.1	Claiberne	6.0	2,323	67.7	41.6	24.3	35.5	5.5	12.9	2.5	10.0
Shelbyville	3.6	3,561	44.5	17.9	31.9	30.4	16.3	24.8	7.3	26.9	Clay	2.0	2,140	75.5	50.3	15.7	25.0	7.2	18.3	1.6	6.4
Benton	3.3	2,613	60.5	33.0	26.1	34.0	10.2	21.2	3.2	11.8	Cocke	5.7	2,375	67.2	40.3	22.0	31.5	8.8	20.3	2.0	7.0
Biodese	2.1	2,318	70.4	43.3	19.6	28.7	7.2	17.0	2.8	11.0	Coffee	7.7	2,832	55.6	28.0	27.6	33.1	13.2	25.4	3.6	13.5
Blount	16.9	3,553	39.5	15.8	35.6	34.0	19.3	29.7	5.6	20.5	Crockett	4.9	2,831	54.1	27.2	29.8	35.6	12.0	24.8	3.2	12.2
Maryville	3.8	3,873	42.0	15.5	29.3	25.7	20.4	28.7	8.3	30.1	Cumberland	5.2	2,543	62.9	35.3	24.7	33.0	9.7	20.7	2.7	11.0
Dradley	9.8	3,298	46.4	20.1	32.0	33.0	16.6	27.4	5.0	19.5	Davidson	123.6	4,305	36.1	12.0	26.3	20.8	25.2	33.0	11.4	34.2
Cleveland	4.5	3,463	43.7	18.0	30.6	30.0	20.3	32.0	5.4	20.0	Nashville	70.2	3,894	41.5	15.6	27.8	24.8	22.0	31.5	8.7	28.1
Campbell	8.9	2,777	54.4	27.9	31.4	38.4	10.9	21.5	3.3	12.2	Decatur	2.5	2,212	71.1	45.9	20.5	31.4	7.1	17.5	1.3	6.2
Cannon	2.3	2,447	63.7	37.2	26.6	38.9	6.6	14.8	3.1	11.3	16.736	- 11						1000			
Carrell	8.3	2,601	61.1	33.5	23.8	31.1	12.8	26.9	2.3	8.5	De Kalb	3.1	2,199	72.7	47.2	18.1	27.9	7.8	19.3	1.4	5.8
	130						and it			100	Dickson	5.3	2,712	50.8	31.5	23.7	29.7	12.9	25.9	8.6	12.9
Carter	12.3	3,636	43.0	18.8	25.9	27.0	21.4	32.0	6.7	24.1	Dyer	9.9	3,095	54.3	25.1	26.1	28.6	14.6	25.8	5.0	28.7
Elizabethtown .	3.7	4,393	34.5	11.2	25.7	19.9	28.6	35.4	11.2	33.5	Dyersburg	4.2	3,602	45.9	18.2	28.3	25.7	18.1	27.3	7.7	27.8

C SM, 1955.

TENNESSEE — M Income Breakdown of Consumer Spending Units — (Continued)

	Total	In- come			NET IN	COME	GROU	PS, 19	64			Total	in-			NET IN	COME	GROU	PS, 101	14	
COUNTIES	Con- sumer Units (thous.)	Con- sumer	90-1 % Units	2,498 % in- come		1-3,999 In-	\$4,000 % Units	-6,999 	75	& Over	COUNTIES	Con- sumer Units (thous.)	por Con- sumor Unit	\$0-2 % Unite	8	\$2,500 % Units	-3,999 % In- come	\$4,000 Units	-6,999 % in- come	\$7,000 % Units	% In-
Fayetto:	0.3	2,106	77.9	82.8	15.2	24.5	4.6	11.8	2.3	10.0	Montgomery	19.9	3,239	48.1	21.2	32.6	34.2	14.2	23.0	5.1	
Fentress	3.7	2,213	71.8	46.0	20.8	31.9	6.4	15.8	1.8	6.3	Clarksville	6.6	3,839	42.5	15.8	29.7	28.3	19.4	27.5	8.4	30.4
Franklin	7.3	2,755	58.2	30.1	27.0	33.4	11.0	21.8	3.8		Moore	1.1	2,426	64.8	38.1	24.6	34.4	8.2	18.5	2.4	9.6
Gibson		3,026	52.1	24.6	28.4	31.9	14.6	26.2	4.9		Morgan	9.2	2,544	62.9 50.5	35.3	24.8	33.1	9.6	20.5	4.7	11.1
Giles	2.3	3,440	49.9	20.7	24.0	23.7	13.6	25.3	6.8		Union City	3.1	3,510	45.3	18.4	30.3	29.3	18.5	28.7	5.9	23.6
Grainger		2,116	72.9	49.2	20.7	33.3	8.7	14.6	.7	2.9	Overton	4.4	2,120	75.1	50.5	18.5	29.6	4.6	11.0	1.8	8.0
Greene		2,864	56.7	28.2	26.2	31.1	13.5	28.7	3.6		Perry	1.7	2,257	71.4	45.1	17.5	26.4	10.0	24.2	1.1	4.3
Greensville		3,863	42.8	17.1	30.7	29.3	19.9	30.4	6.6		Pickett	1.1	1,967	76.2	54.7	20.8	35.5	2.5	6.9	.5	2.1
	1	-1000	2010	****	-				1		Polk	3.3	2,980	52.1	28.1	28.4	32.6	16.0	29.4	3.5	12.9
Grundy	3.1	2,271	69.5	43.7	21.9	32.7	6.7	16.2	1.9	7.4			-	-						1	
Hamblen	0.0	3,323	44.0	18.9	32.6	33.4	18.6	30.4	4.8	17.3	Putnam	9.8	2,746	61.4	31.9	23.0	28.5	11.4	22.6	4.2	17.0
Morristowa	4.8	3,503	40.5	16.5	32.8	31.8	21.3	33.1	5.4	18.6	Rhea	4.3	2,862	53.8	26.9	26.5	31.5	16.9	32.0	2.8	9.6
Hamilton	70.6	4,084	36.0	12.6	29.6	24.6	24.8	33.0	9.6	29.8	Reane	9.1	3,275	45.2	10.7	28.9	30.0	21.1	35.0	4.8	15.3
Chattanooga		3,842	37.3	13.5	30.5	28.3	23.5	32.4	8.7	27.8	Rebertson	7.9	2,900	55.2	27.2	26.4	30.9	14.5	27.2	3.9	14.7
Hancock		1,902	80.1	00.1	17.0	30.3	2.3	6.6	.6	3.0	Rutherford	14.0	3,338	47.9	20.5	28.5	29.0	17.2	28.0	6.4	22.5
Hardeman		2,311	70.1	43.8	20.1	29.6	7.5	17.6	2.3	9.5	Murfreesboro	5.6	3,706	44.1	17.0	27.4	25.1	19.4	28.5	9.1	29.4
Hardin	4.4	2,365	68.1	41.1	21.6	31.0	8.0	18.5	2.8	9.4	Scott	4.2	2,332	66.8	40.9	28.9	34.9	7.7	17.0	1.6	6.1
Mawkins		2,825	57.9	29.3	33.7	27.3	15.8	38.4	3.6		Sequatchie	1.5	2,494	62.7	35.9	25.1	34.2	10.8	22.4	1.9	7.1
Haywood		2,619	62.8	34.2	23.1	29.0	10.9	22.7	3.2		Sevier		2,094	60.4	32.0	25.8	32.6	10.4	21.0	8.4	14.4
Henderson		2,443	66.6	38.8	21.9	30.4	8.4	18.7	3.1		Shelby	190.3	4,280	37.2	12.4	26.5	21.1	24.7	31.3	11.6	35.7
Henry		3,082	55.3	25.6	24.8	27.3	14.4	25.5	8.5		Memphis	164.6	4,328	36.3	12.0	26.8	21.1	25.0	31.3	11.9	
Paris	3.7	3,659	44.8	17.5	27.0	25.1	19.7	20.3	8.5	28.1	Smith	3.9	2,000	57.4	30.4	29.2	38.7	10.0	29.2	0.9	12.1
Hickman	3.8	2,007	64.4	35.3	21.0	27.5	10.3	21.6	4.3		Stewart	2.4	2,271	68.4	43.0	23.5	35.1	6.8	10.3	1.3	5.0
Houston	1.3	2,260	72.0	45.2	19.7	29.5	5.2	12.5	3.1		Sullivan	32.2	4,569	31.0	9.6	27.3	20.2	30.4	36.1	11.8	
Humphreys	3.3	2,905	54.9	27.0	27.1	31.7	13.2	24.8	4.8		Kingsport	8.2	5,299	25.9	7.0	26.7	17.1	31.2	32.1	16.2	43.1
Jackson		2,186	73.8	48.1	18.9	29.4	8.2	13.1	2.1		Bristol	6.2	4,706	29.8	9.0	27.4	19.8	31.4	36.3	11.4	
Jefferson		2,786	58.2	29.8	26.0	31.6	13.0	23.4	3.8		Sumner	9.8	2,828	56.0	28.3	27.2	32.7	12.9	24.7	3.9	
Johnson	3.1 77.5	2,344	36.2	41.7	21.0	30.4	8.4	10.5	2.2	8.4	Tipton	8.4	2,937	59.4	28.9	22.8	26.4	13.3	24.6	9.7	
Knex Knoxville	46.9	4,147	37.2	13.1	28.6	23.4	24.9	32.7	10.3		Covington	2.0	3,796 2,366	48.3	18.2	25.7	34.5	6.6	15.1	2.4	
Lake	3.3	2,617	64.4	35.1	23.0	29.9	8.5	17.6		17.4		4.2	3,069	39.2	15.3	29.8	27.6	23.8	35.2	7.2	
Lauderdale	7.1	2,682	62.0	33.0	24.1	30.6	9.7	19.5	4.1		Unicei	2.1	2,223	70.2	48.0	20.7	31.7	8.1	19.8	1.0	
Lawrence	7.8	2,658	63.0	33.9	23.3	29.7	11.0	22.5	2.7		Van Buren	1.0	2,010	79.0	58.1	17.8	30.0	1.0	2.7	2.2	
Lawrenceburg.	1.8	3,475	49.2	20.2	26.2	25.6	18.9	29.6	8.7		Warren	8.8	2,810	58.4	29.7	27.3	33.0	10.9	21.1	3.4	
		-,							-		McMinnville	3.0	3,385	48.5	20.4	29.7	29.8	15.8	25.5	8.0	24.3
Lewis	1.0	2,518	61.1	34.7	26.7	36.0	10.7	23.1	1.5	6.2	Washington	18.3	3,688	44.5	17.2	27.5	25.3	19.9	28.4	8.1	28.1
Lincoln	7.8	2.831	56.3	28.3	25.6	30.8	14.8	27.9	3.6		Johnson City	10.2	4,038	40.0	14.1	26.9	22.6	23.1	31.2	10.0	32.
Loudon	6.5	3,003	48.6	22.5	29.1	32.0	18.0	31.6	4.8		OF ORDER	Per Co.	1	146		1					
McMinn	9.1	3,029	53.7	25.3	24.8	27.8	16.8	30.2	4.7	16.7	Wayne	3.5	2,213	71.5	46.1	20.8	31.0	5.8	14.3	1.9	7.
McNairy	5.5	2,378	65.0	39.0	25.4	36.3	8.1	18.5	1.5	6.2	Weakley	9.0	2,649	80.4	32.6	25.4	32.6	11.3	23.2	2.9	11.0
Macon	3.7	2,087	74.6	51.1	20.5	33.3	3.4	8.8	1.8	6.8	White	4.5	2,500	64.1	36.4	24.8	23.6	8.0	17.5	3.1	
Madison	19.9	3,497	47.7	19.4	25.5	24.8	19.6	30.6	7.3	25.2	Williamson	8.4	3,008	57.6	27.3	23.7	26.8	12.6	22.8	6.1	
Jackson	13.2	3,662	45.0	17.5	25.6	23.8	21.2	31.5	8.2	27.2	Wileen	8.4	2,916	55.9	27.4	26.2	30.5	14.4	26.9	3.5	
Marion	5.7	2,774	55.4	28.5	28.1	34.4	13.4	26.3	3.1		Lebanen	3.1	3,276	48.3	21.0	28.7	29.8	18.2	30.2	4.8	19.
Marshall	8.6	3,136	50.2	22.9	30.5	33.1	13.8	23.9	5.8		-	-		-	-	-	-				
Maury		3,270	48.6	21.2	28.4	29.5	18.1	30.1	4.9		Total Above	1200				-			-	1.00	94
Columbia	4.0	3,781	30.5	15.0	30.2	27.4	23.5	34.1	6.8	23.5	Cities	442.4	4,009	38.0	13.2	27.6	22.9	24.1	32.0	10.3	31.0
Meige	1.5	2,400	66.0	38.3	22.9	31.6	7.8	17.2	3,3	12.9	State Tetal	1080.4	3,867	46.5	18.6	26.6	25.4	19.3	29.7	7.6	26.3
Monroe	8.1	2.532	62 1	- 25 8	94 8	22 8		10.0	2000	11.6				1				1			

Monroe..... 6.1 2,632 63.1 36.8 24.5 32.9 9.3 19.9 3.1 11.6 TEXAS— Counties and Cities— (Other West South Central States: Arkansas, Louisiana, Ottishoma.)

The	"SM"	symbols	mark	original,	exciu-
alua	achimen's	ion has Cd	STER	MANACE	MENT

mall in	Long Community	Pop.	N	UMBE	R OF O	UTLET	8	W - 1 3 2	23 3 4 4 3 7	Pop.	N	UMBEI	e of O	UTLETS	3
City	County	thous,)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Abilene	Taylor	54.5	122	24	26	52	30	Corpus Christi	Nueces	156.5	327	27	70	86	56
Alice	Jim Wells	20.1	84	8	10	17	7	Corsicana	Navarro	21.2	89	12	11	30	13
Amarillo	Potter	104.5	183	18	46	86	51	†Dallas	Dallas	570.0	998	178	313	346	201
Athens	Henderson	5.4	26	12	9	17	4	Del Rio	Val Verde	14.6	59	6	8	14	10
Austin	Travis	167.1	325	32	60	97	65	Denison	Grayson	18.5	67	10	-15	19	5
Bay City	Matagorda	11.2	33	7	8	14	5	Denton	Denton	23.8	59	10	20	28	12
Baytown	Harris	26.6	65	14	15	27	10	Edinburg	Hidalgo	14.2	62	15	10	15	8
Beaumont	Jefferson	105.7	393	24		71	32	El Campo			31	7	6	17	6
Beeville	Bee	10.4	60	7	6	12	4	El Paso	El Paso	180.0	454		73	71	49
Bellaire	Harris							Fort Worth	Tarrant	339.5	663	77	140	170	114
Big Spring	Howard	21.5	71	9	13	32	13	Gainesville	Cooke	12.1	57	6	16	25	7
Borger	Hutchinson	22.9	47	6	16	22	8	Galveston	Galveston	71.7	226	12	32	32	36
Breckenridge	E Stephens	7.0	22	6	8	19	4	+Garland	Dallas	20.0	29	8	13	17	6
Brenham	Washington	7.0	35	11	10	14	7	Gonzales	Gonzales	6.2	28	5	4	15	4
Brownfield	Terry	8.3	21	6	6	18	4	+Grand Prairie	e Dallas	27.2	34		17	20	8
Brownsville.	Cameron		159	15	12	20	13	Greenville	Hunt	17.3	74	12	12	33	8
Brownwood.	Brown	22.1	76	13	13	35	15	Harlingen	Cameron	30.1	109	11	24	23	9
Bryan	Brazos	22.1	81	9	14	25		Henderson	Rusk	7.0	34	11	12	19	5
Childress	Childress	8.0	29	8	5	17	7	Hereford	Deaf Smith	6.3	14	4	5	14	3
Cleburne	Johnson		62	17	13	23	8	tHighland Par	k. Dallas	12.9	7	4	5	1	2
Conroe	Montgomery		24	8	12	17		0 25 2 11 2 15	H W LOS	111 11	1,00	13 1			

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TEXAS - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		Pop.	N	UMBEI	R OF O	UTLET	5		124	Pop.	N	UMBE	R OF O	UTLET	s
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Hillsboro	Hill	8.7	26	10	15	19	3	Kingsville	Kleberg	22.5	58	8	8	19	-
Houston	Harris	708.1	1.407	148	368	274	237	Lamesa	Dawson	12.7	41	10	11	24	
Jacksonville.	Cherokee	10.0	52	7	14	17	7	Laredo	Webb	59.1	267	11	17	21	1
Kerrville	Kerr	9.3	37	5	6	14	4	Levelland	Hockley	11.8	24	7	10	16	
Kilgore	Gregg	11.5	40	9	14	26	6		(Continued	on page	e 668)			

⊕ 5M. 1955. Before using these figures, see explanation page 11.

youll get this



by using this

KENS-TV LORDE ROSE TO THE SECOND SECO

Fuil Power Station San Antonie, Texas

REPRESENTED MATIONALLY BY FREE & PETERS



WOAL RADIO and TELEVISION

The two most effective advertising influences in the Great Southwest. The radio and television stations most people watch and listen to most.

Represented nationally by Edward Petry & Co. Inc.

SAN ANTONIO, TEXAS

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TEXAS - (Continued)

I SALES AND

	Metro-	_	POPULA ES 1/1	TION TIMATE	ES	A DITA	TIVE B	E				0	777	IMATES-	1954			ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	9%	Fami-	Urban- ized	Nat	%	Pez	Per	Dollars	0%	Coun-	(fe		ORE GRO			Buving	Outi
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou- sands)	Dollars (add 000)	w.s.a.	Cap- ita	Fam- ily	(add 000)	% of U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Anderson	10	29.6	.0182	8.5	15.1	32,287	.0129	1,001	3,798	21,764	.0128	2,580	6,881	1,804	1,121	5,325	665	.0130	78
Palestine		15.1	.0093	5.0	- 4	20,978	.0084	1,389	4,196	17,116	.0101		4,527	1,489	1,121	4,335	580	.0091	98
Andrews		8.7	.0063	2.5	5.9	15,707	.0062	1,805	6,283	5,743	.0034	2,297	2,067	272	270	1,502	167	.0052	96
Angelina		38.9	.0227	10.7	17.0	41,833	.0167	1,134	3,910	32,967	.0194	3,081	8,202	3,120	2,222	8,063	1,040	.0187	82
Lufkin		17.0	.0105	5.4		22,900	.0091	1,347	4,241	28,212	.0166		5,742	2,278	2,123	7,765	919	.0116	110
Aranesa		4.2	.0026	1.2		4,735	.0019	1,127	3,946	3,173	.0018	2,644	1,171	35	40	180	215	.0020	77
Archer		6.7	.0041	1.9		8,759	.0034	1,307	4,610	3,514	.0021	1,849	1,257	171	Section 1	453	141	.0031	76
Armstrong		2.0	.0013	.6	****	3,375	.0014	1,680	5,625	1,329	.0008	2,215	271	48		156	27	.0012	82
Ataecosi	1.0	20.3	.0125	4.8	3.0	18,498	.0074	911	3,854	11,832	.0070	2,486	2,883	1,442	203	2,548	300	.0083	86
Austin		14.0	.0086	4.3		16,103	.0064	1,150	3,745	13,227	.0078	3,076	2,987	1,924	197	2,314	257	.0073	85
Bailey		8.3	.0051	2.2		12,690	.0050	1,529	5,768	9,158	.0054	4,163	2,302	780	536	2,615	312	.0051	108
Bandera		4.2	.0026	1.2		4,249	.0017	1,012	3,541	3,820	.0022	3,183	1,347	26	68	243	100	.0021	81
Bastrop		18.8	.0115	5.3	9.5	16,418	.0065	873	3,098	12,029	.0071	2,270	3,969	926	402	2,315	801	.0077	67
Baylor		6.7	.0042	2.2	3.7	7,604	.0031	1,135	3,458	7,555	.0044	3,434	1,581	486	677	2,475	88	.0037	88
Boo		19.3	.0118	5.0	10.4	21,097	.0087	1,140	4,399	16,638	.0098	3,328	3,867	1,557	841	3,373	572	.0096	81
Beeville		10.4		3.2		13,371	1.5.000	2000	4,178	14,614	.0086		3,338	1,277	595	506	458	.0065	1
Bell		90.9	1		48.4	131,536		10000	5,719	63,917	.0376	2,779	15,931	4,524	3,387	15,352	2,159	.0487	1000
Temple		31.5		9.4		45,519			4,842	43,521	.0256		9,644	3,217	2,773	12,530	1,584	.0206	0.73
Bexar	. 127	849.2	.3379	144.7	500.9	768,517	.3080	1,399	5.311	554.353	.3269	3.831	126,980	75,933	29,568	108.596	17,828	.3184	94

See explanation of New Distort Maps on page 223

in San Antonio...

The home-owned daily newspapers which go into the home carry your message to those who buy! People in Bexar County read the Express and the News, believe in the Express and the News, buy from the advertising pages of the Express and the News.

The News, as named by the Associated Press of Texas for 1954 . . .



- -in Community Service
- -in Spot News Photography
- -in Women's Features



lead the third paper in Retail Grocery advertising, Media Records 1954. The News led all San Antonio newspapers in Retail Advertising in December and January, Media Records 1954.

Represented by the Branham Company

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS — (Continued)

COUNTIES Politics Are			POPULA E8 1/	TION TIMATI	ES	EFFEC	1964	RETAIL SALES OM ESTIMATES—1894									AND TIS-		
	pelitan Area	Total	er.	Fami-	Urban-	Nat	9%	Per	Per	Dallars	0%	Goun- ty	Oir		ORE GRO			Buying	Qual
		(thou- sands)	u.s.a.	lies (thou- sands)	Population (thou- sands)	Dellars (add 000)	of U.S.A.	Cap- Fam-	(add	W.S.A.	Sales Per Fam- ily	Food	Goneral Mdes.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex	
ASan Antonio.		470.8	.2896	132.8		614,410			4,627	533,673	.3139		121,122	75,233	29,300	106,050	16,765	.2744	95
Blance		3.9	.0024	1.3		3,788	.9015		2,914	3,680	.0022	2,808	1,258	68	103	241	47	.0018	75
Borden		1.1	.0006		****	1,429			7,148	40		290	10			100.000	-	.0005	83
Rosque	100	10.8	.0065	3.3		10,650			3,227	8,762	.0052		2,123	295	337	1,451	462	.0080	77
Bowie	226	367.2	.0413	19.7	33.1	72,183	.0287	1,074	3,663	88,848	.0346	2,967	18,195	7,603	2,353	11,839	2,047	.0330	80
kana (Ark.)		47.7	.0894	15.3	17	59,473	.0887	1,247	3,887	77,563	.0468	-	10,184	8,488	3,858	16,767	8,864	.0314	109
t△Texarkana		80.5	.0188	9.8		38,063	.0152	1,248	3,864	42,172	.0248		9,762	1,688	1,973	10,082	1,547	.0188	100
Brazoria		50.7	.0368	16.1	20.9	85,566	.0341	1,433	5,316	55,029	.0324	3,418	16,118	2,823	2,519	13,618	1,867	.0341	91
Drazos		41.8	.0257	11.2	28.8	54,713	.0217	1,309	4,885	38,057	.0224	3,308	8,862	2,003	2,013	10,148	1,233	.0227	86
Bryan		22.1	.0136	6.9		20,634	.0118	1,341	4,295	32,678	.0192		7,208	2,268	1,702	10,148	651	.0144	106
Growster		7.8	.0047	1.6	5.6	9,967	.0040	1,311	5,248	7,066	.0041	3,729	1,709	424	173	1,838	292	.0042	80
Briscoo		3.7	.0022	.9		7,190	.0029	1,932	7,944	3,171	.0019	3,523	825	186	56	800	68	.0024	109

4 Texarkana is in Bowie County, Texas and Miller County, Arkansas. ▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11 © SM, 1955.



ALLOTING SCHEDULES? ... DON'T FORGET THE VALLEY CITY CORPORATE AREA POPULATION 100,898

CITY-RETAIL TRADING ZONE 336,463

COVERED EFFICIENTLY WITH ONE ORDER IN THE

RIO GRANDE VALLEY GROUP NEWSPAPERS

THE HERALD, BROWNSVILLE . THE VALLEY EVENING MONITOR, McALLEN . THE VALLEY MORNING STAR, HARLINGEN

NATIONAL ADVERTISING OFFICE, HARLINGEN, TEXAS.

REPRESENTED NATIONALLY BY TEXAS DAILY PRESS LEAGUE

ONLY I TV STATION

THE BILLION-DOLLAR
ARK-LA-TEX AREA

• Maximum Power

100,000 watts on Channel 6 from the highest point in the area—the only maximum power station between Memphis and Dallas.

Over 200 Hours

of network sponsored programs per month from all 4 networks

• 112,440 TV Homes

actual spot circulation (Television Magazine—March 1955)

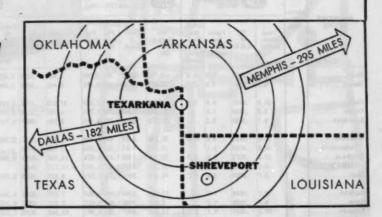
FOR TEXARKANA-SHREVEPORT

KCMC-TV

Texarkana, Texas-Arkansas CBS — ABC — DUMONT

Represented by

Venard, Rintoul & McConnell, Inc. Walter M. Windsor, Ceneral Manager



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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_		AS	 Continue	4
			Continue	u

COUNTIES	Metro	0		ATION TIMATI	ES	40//A	TIVE B			RETAIL SALES SETIMATES—1994									SALES AND ADVERTIS- ING CONTROLS		
	politan Area	Total	~	Fami-	Urban- ized	Not	O7.	Per	Per	Dellars	0%	Coun-	(li	FIVE S'	ORE GRO			Buying	Ous		
		(thou- sands)	U.S.A.	(thou- sands)	Pepulation (thou-sands)	Dellars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add	of U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- der		
Breoks		10.7	.0086	2.7	7.9	11,452	.9045	1,070	4,241	10,897	.0063	3,982	2,701	618	295	1,824	325	.0055	83		
Brown		28.2	.0174	8.8	22.1	35,520	.0142	1,280	4,036	26,476	.0156	3,009	8,442	2,807	1,300	7,962	1,208	.0152	87		
Brownwood		22.1	.0136	7.1	-	29,593	.0118	1,339	4,054	24,169	.0142		5,664	2,567	1,219	7,645	1,095	.0129	96		
Burleson		11.6	.0071	3.1		9,554	.0038	824	2,895	7,545	.0044	2,286	2,502	839	208	519	201	.0047	8		
Burnet		10.0	.0061	2.9		10,798	.0043	1,000	3,723	6,515	.0038	2,247	1,333	520	219	1,735	225	.0045	7		
Caldwell		18.3	.0113	5.1	9.5	17,848	.0071	875	3,570	17,508	.0103	3,502	3,096	1,576	631	5,900	392	,0000	7		
Calhoun		10.8	.0066	3.0	6.7	14,249	.0056	1,319	4,750	8,275	.0049	2,768	2,287	290	140	1,544	193	.0066			
Callahan		8.8	.0063	2.1		8,950	.0038	1,053	3,580	5,001	.0029	2,000	1,896	345	190	1,007	248	.0037	71		
Cameron	181	189.3	.0980	38.9	97.6	185,801	.0659	1,039	4,285	122,181	.0719	3,141	27,721	14,983	5,604	25,680	3,241	.0741	71		
McAllen		97.9	.0008	85.1	D	108,077	.0433	1.110	4.919	189.057	.0759		83,784	17,675	7,856	38,500	8,754	.0565	9.		
△Harlingen		30.1		8.4	1000	37,558			4,471	50,256	.0295		7,743		2,355	14,443	1,085	.0201	10		
△Brownsville.		42.2	.0280	10.6		43,721			4,125	42,658	.0251		10,029	6,302	2,139	8,029	1,472	.0214	81		
San Benito		15.2	.0094	3.9		16,052	.0064	1,056	4,110	14,651	.0086		4,081	1,423	929	2,753	374	.0077	81		

A and A See end of state for SM Metropelitan County Areas.

O SM, 1955.

Before using these figures, see explanation page 11.

	, —	(Con	tinuc	ed)					+				19		The "SA sive estin	f" syn	by SAI	mark or	riginal, ANAGEN	exclu AENT
(Continued	from	page ((64)	Pop.	N	TUMBER	ов Опет	TTG							Pop.	N	VINCE !	n or (CTLETS	
City	(ounty		(in thous.)	F	GM F			D	C	ity		County		(in thous.)	F	_	FHR		D
Littlefield	Lar	nb		8.2	29	4	9	19	5	San A	ngelo	7	on Gree	n	62.5	112	15	36	57	3
ongview				29.5	75	14		35	11						470.8	1,424	100			16
ubbock				110.0	149	25		1	36				ameron.		15.2	86	10			
ufkin	Any	gelina		17.0	73	9	20 :	26	9				Guadalup		11.0	43	7	11	18	
Marlin	Fal	la		7.3	44	10	5	15	7				Grayson.		21.7	67	6			
Marshall				25.5	97	11		25	10	Snyd	er	S	curry		15.8	23	9	8	10	
McAllen				25.6	47	12		20	8	Sulph	ur Spri	ings I	lopkins.		10.0	47	11	9	15	
McKinney				11.7	51	8		2.5	6				Volan		15.0	44	8	15	24	
Mercedes				13.0	42	6	8	7	6				Villiamso		9.7	48	7	9	22	
Midland				37.2	43	5		17	10				lell		31.5	75	8			1
Mineral Wells.				10.3	42	6		23	5				Kaufman.		11.9	36	8		19	
Mission				14.3	49	8		3	5				lowie		30.5	99	8		26	1
Monahans				7.6	11	5		11	4				Salveston		23.5	36	- 7	17	14	1
Mount Pleasan				7.2	32	8		15	4				mith		49.4	126	17		56	
Nacogdoches				13.9	52	9		22	8				Dallas		28.5	22	7			
New Braunfels				14.0	37	7		17	7				Jvalde		9.6	29	4			
Odenna				50.8	65	10		25	20				Vilbarger		14.0	48	6			1
Drange				28.0	64	4		24	8				ictoria.		18.4	73	11			
Palestine				15.1	63	10		23	8				McLenna		101.5	311	34			4
Pampa				19.3	49	9		85	13				llis		12.4	50	8			
Pans				23.2	112	10		37	12				arker		9.3	47	8			
Pasadena				34.0	26	11	16	8	8				lidalgo.		14.4	43	12	9	12	
Pecos				11.5	25	- 3		4	5		Univer		Left submit							
Plainview				17.6	44	11		32	10				Iarris		23.0	3	1		1	
Port Arthur.				62.9	199	17		16	33				arrant		13.7	*			*	
Raymondville.				11.7	46	7	8	9	5	Wich	ita Fall	sV	Vichita.		102.1	166	17	33	57	2
Rosenberg	rot	t Bend.		7.6	35	7	12	19	3						1	1			SALES	
COUNTIES	Metro-	-	POPUL D ES 1/	ATION TIMATE 1/58	8	OXI)	INCOM ESTIMA	E			-1884 TORE GI	TATIBA			ADVERTIS ING CONTROL					
CITIES	Area	Total	%	Fami-	Urban- ized	****	01	-				Coun-	O.		of dollar					Qua
		(thou-	of		Posu-	Net Deliars	of	Per Cap-	Per Fam-	Deliars (add	%		(6)	n thousand	o or donar	1			Buying	
V	N.	(thou- sands)	U.S.A.	lies (thou- sands)	Population (thousands)		u.s.A.	Cap- ita		Detiars (add 900)	W.S.A.	ty Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Au	to-	Drug	Buying Power Index	ity In- des
			.0051 .0051	lies (thou-	Papu- lation (thou-	Deliars (add	U.S.A.	Gap- ita	Per Fam- ily 5 2,706 6,462	Deliars (add 900) 4,888 8,458	% of U.S.A.	Sales Per Fam- ily		General	Furn	Auremot	to-	Drug 86 286	Power	ity in- der
Comp		8.3 6.7	.0051 .0041	ties (thousands)	Population (thousands)	000) 000) 6,70	0.S.A. 6 .0027 7 .0046	918 1,832	Family 2,706 2 6,462	(add 900) 4,888 8,458	.0029 .0038	ty Sales Per Fam- ily 1,955 3,309	Food	General Midse. 504 260	Furn House- Radio	Au moi	938 1,327	86 266	Power Index	ity in- de:
Careen		8.3 6.7 24.5	.0051 .0041	ties (thousands)	Population (thousands)	000) 0,70 12,27	U.S.A. 6 .0027 7 .0049 4 .0078	818 1,833	Family 2,706 6,462 2,863	(add 000) 4,888 8,488 17,363	.0029 .0038	ty Sales Per Fam- ily 1,955 3,309 2,629	Food	General Mdse.	Furn House- Radio	Au moi	to- tive	86 266 504	.0033 .0044	ity in de 8i 100
Case		8.3 6.7 24.5 5.7	.0051 .0041 .0181	2.8 1.9 6.6 1.6	Population (thousands)	000) 6,70 12,27 18,80 12,44	U.S.A. 6 .0027 7 .8049 4 .0078 0 .0060	818 1,835 771 2,182	Family 2,706 6,462 2,863 7,775	4,888 8,458 17,353 4,888	.0029 .0038 .0102	ty Sales Per Fam- ily 1,955 3,300 2,629 3,000	Food 1,604 1,337	General Midse. 804 260 1,981 289	Furn House- Radio 344 110	Auremoti	938 1,327 3,783 479	86 286 504 56	.0033 .0044 .0086 .0041	60 100 61 117
Case		8.3 6.7 24.5	.0051 .0041	2.8 1.9 6.6 1.6	Population (thousands)	000) 0,70 12,27	U.S.A. 6 .0027 7 .8049 4 .0078 0 .0060	818 1,835 771 2,182	Family 2,706 6,462 2,863	(add 000) 4,888 8,488 17,363	.0029 .0038 .0102	ty Sales Per Fam- ily 1,955 3,309 2,629	1,604 1,337 3,147	General Mdse. 804 260	Furn House- Radio	Auremoti	938 1,327	86 266 504	.0033 .0044	81 100 81 110
Casen		8.3 6.7 24.5 5.7 8.1	.0051 .0041 .0151 .0035	2.8 1.9 8.6 1.6 2.3	Population (thousands)	000) 6,70 12,27 18,89 12,44 11,07	U.S.A. 8 .0027 7 .8049 4 .0078 .0060 5 .0044	818 1,832 771 2,182 1,367	Family 2,706 26,462 2,963 27,778 4,815	4,888 8,458 17,353 4,888 8,296	.0029 .0038 .0102 .0029 .0037	ty Sales Per Family 1,955 3,300 2,629 3,000 2,737	1,604 1,337 3,147 1,042 1,749	General Midse. 504 260 1,861 289 800	Furn House- Radio 34- 110 463 86 134	Aur moi	938 1,327 3,783 479 778	88 266 504 56 64	.0033 .0044 .0086 .0041	80 100 110 60 117 81
Carson		8.3 6.7 24.5 5.7 8.1	.0051 .0041 .0181 .0038 .0050	108 (thou-sands) 2.5 1.9 6.6 2.3	Population (thousands)	000) 6,70 12,27 18,80 12,44 11,07	U.S.A. 6 .0027 7 .8049 4 .0078 0 .0060 5 .0044 8 .0128	818 1,835 771 2,182 1,367	Family 5 2,706 2 6,462 2 2,963 2 7,775 4,818	4,888 6,458 17,353 4,898 6,298	.0029 .0039 .0102 .0029 .0037	ty Sales Per Fam- ily 1,955 3,300 2,629 3,000	1,604 1,337 3,147 1,042 1,749 7,787	General Midse. 504 260 1,961 289 800 2,167	Furn House- Radio 344 110 463 80 134	Auremoti	938 1,327 3,783 479 778	86 256 504 56 64 881	.0033 .0044 .6096 .0041 .0043	81 100 81 111 81 81 81
lase		8.3 6.7 24.5 5.7 8.1 38.2 10.0	.0051 .0041 .0181 .0038 .0050	(thou-sands) 2.8 1.9 6.8 1.6 2.3 9.6 3.1	Population (thousands) 3.0 3.8	000) 6,76 12,27 18,89 12,44 11,07 32,19 13,21	U.S.A. 6 .0027 7 .8049 4 .0078 6 .0060 5 .0044 8 .0128 1 .0053	818 1,833 771 2,182 1,367 868 1,321	Family 5 2,706 2 6,462 2 2,863 2 7,778 4,818 3,384 4,262	4,888 6,458 17,353 4,896 6,296 25,945 15,153	.0029 .0039 .0162 .0029 .0037	ty Sales Per Family 1,955 3,300 2,629 3,000 2,737 2,703	1,004 1,337 3,147 1,042 1,740 7,787 8,836	General Midse. 504 260 1,981 289 800 2,167 1,185	Furn House- Radio 344 110 460 341 1,700 1,247	Aur moi	938 1,327 3,783 479 778 5,828 3,607	86 266 504 56 64 881 605	.0033 .0044 .0096 .0041 .0043	6 10 6 11 8 6 10 10 10 10 10 10 10 10 10 10 10 10 10
Carson		8.3 6.7 24.5 5.7 8.1 28.2 10.0	.0051 .0041 .0181 .0038 .0050 .0222 .0062 .0075	(theu-sands) 2.8 1.9 6.8 1.6 2.3 9.6 3.1 3.0	Population (thousands) 3.0 3.8 14.8	000) 6,70 12,27 18,80 12,44 11,07 32,10 13,21 17,30	U.S.A. 6 .0027 77 .8049 4 .0678 0 .0060 5 .0044 8 .0128 1 .0053 0 .0060	818 1,833 771 2,182 1,367 868 1,321 1,423	Family 5 2,706 2 6,462 1 2,863 2 7,778 4,818 1 3,354 1 4,262 1 4,822	4,888 9,458 17,353 4,896 0,296 25,945 15,153 18,438	.0029 .0039 .0162 .0029 .0037 .0152 .0069	ty Sales Per Family 1,955 3,300 2,629 3,000 2,737 2,703	Feed 1,604 1,337 3,147 1,042 1,749 7,787 3,836 3,808	General Midse. 504 260 1,961 280 800 2,157 1,185 1,448	Furn House- Radio 344- 110 483- 30 1,790 1,243- 436	Auremoti	838 1,327 3,783 479 778 3,828 3,607 3,221	88 288 504 56 64 881 605 335	.0033 .0044 .0096 .0041 .0043 .0154 .0066 .0077	80 100 110 110 110 110 110 110 110 110 1
Charles Chambers Jacksonville Childress Childress		8.3 6.7 24.5 5.7 8.1 28.2 10.0 12.2 8.0	.0051 .0041 .0181 .0038 .0050 .0222 .0062 .0075	100 (thousands) 2.8 1.9 6.8 1.6 2.3 9.6 3.1 3.0 2.5	Population (thousands) 3.0 3.8 14.8	Deliars (add 000) 6,70 12,27 18,88 12,44 11,07 32,19 13,21 17,30 12,21	U.S.A. 16 .0027 77 .0049 14 .0078 16 .0060 17 .0063 10 .0060 10 .0060	818 1,833 771 2,182 1,367 801 1,321 1,423 1,527	Family 5 2,706 2 6,462 1 2,863 2 7,778 4,818 1 3,384 1 4,262 1 4,885	(add 000) 4,888 9,458 17,353 4,898 9,298 25,945 15,153 18,438 14,771	.0029 .0038 .0102 .0029 .0037 .0152 .0089 .0001	ty Sales Per Family 1,985 3,300 2,000 2,737 2,703 4,288	1,004 1,337 3,147 1,042 1,749 7,787 8,836 3,808 3,502	General Midse. 504 260 1,961 289 800 2,187 1,185 1,448 1,287	Furn House- Radio 344 110 465 00 134 1,700 1,247 436 436	Au moi	838 1,327 3,783 479 778 3,828 3,607 3,221	86 266 504 56 64 861 605 335 335	.0033 .0044 .0086 .0041 .0066 .0077 .0060	100 100 100 100 100 100 100 120
Cass. Castre. Chambers. Cherekee. Jacksonville. Childress. Childress.		8.3 6.7 24.5 5.7 8.1 28.2 10.0	.0051 .0041 .0181 .0038 .0050 .0222 .0062 .0075	100 (thousands) 2.8 1.9 6.8 1.6 2.3 9.6 3.1 3.0 2.5	Population (thousands) 3.0 3.8 14.8	000) 6,70 12,27 18,80 12,44 11,07 32,10 13,21 17,30	U.S.A. 16 .0027 77 .0049 14 .0078 16 .0060 17 .0063 10 .0060 10 .0060	818 1,833 771 2,182 1,367 801 1,321 1,423 1,527	Family 5 2,706 2 6,462 1 2,863 2 7,778 4,818 1 3,354 1 4,262 1 4,822	4,888 9,458 17,353 4,896 0,296 25,945 15,153 18,438	.0029 .0039 .0162 .0029 .0037 .0152 .0069	ty Sales Per Family 1,985 3,300 2,000 2,737 2,703 4,288	Feed 1,604 1,337 3,147 1,042 1,749 7,787 3,836 3,808	General Midse. 504 260 1,961 280 800 2,157 1,185 1,448	Furn House- Radio 344- 110 483- 30 1,790 1,243- 436	Au moi	838 1,327 3,783 479 778 3,828 3,607 3,221	88 288 504 56 64 881 605 335	.0033 .0044 .0096 .0041 .0043 .0154 .0066 .0077	100 100 100 117 84 117 84 100 100 122
Case		3.3 6.7 24.5 5.7 3.1 28.2 10.0 12.2 8.0 8.7	.0051 .0051 .0041 .0038 .0050 .0222 .0062 .0075 .0049	1:es (thousands) 2.8 1.9 6.6 2.3 9.6 3.1 3.8 2.5 2.7	Population (thousands) 3.0 3.8 14.8 8.8	Deliars (add 000) 6,70 12,27 18,80 12,44 11,07 32,19 13,21 17,30 12,21 10,37	U.S.A. 0.0027 0.0049 0.0060 0.0060 0.0060 0.0060 0.0060 0.0060 0.0060 0.0060 0.0060 0.0060 0.0060 0.0060 0.0060 0.0060	818 1,835 771 2,182 1,367 868 1,321 1,423 1,527 1,192	Family 5 2,706 6,482 7,775 4,818 9 3,354 4,202 4,835 2 3,841	4,888 6,458 17,353 4,886 6,286 25,945 15,153 18,436 14,771 8,922	.0029 .0038 .0162 .0029 .0037 .0152 .0060 .0061 .0087	ty Sales Per Family 1,985 3,300 2,629 3,000 2,737 2,703 4,288 2,183	1,604 1,337 3,147 1,042 1,749 7,787 8,836 3,508 3,508 1,601	General Midse. 504 260 1,961 289 800 2,187 1,185 1,448 1,287 73	Furn,-House-Radio 344 110 485 39 134 436 436 139 139 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Aur emois 4 0 1 1 2 6 6 6 4 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	938 1,327 3,783 479 778 5,828 607 1,221 1,221	86 288 504 56 64 881 605 335 335 200	.0033 .0044 .0086 .0041 .0043 .0154 .0066 .0077 .0060 .0042	60 107 60 1177 80 110 110 110 110 110 110 110 110 110
Case. Castro Chambers Chambers Jacksonville Childress Childress Childress Cookran.		8.3 6.7 24.5 5.7 8.1 28.2 10.0 12.2 8.0 8.7	.0051 .0051 .0041 .0038 .0050 .0222 .0062 .0078 .0040	1:00 (thousands) 2.8 1.9 6.8 1.6 2.3 9.6 3.1 3.0 2.5 2.7	Population (thousands) 3.0 3.8 14.8 8.8	Deliars (add 000) 8,70 12,27 18,40 12,44 11,07 32,19 13,21 17,30 12,21 10,37	U.S.A. 8 .0027 7 .0049 4 .9678 0 .0060 5 .0044 8 .0128 1 .0053 0 .0060 2 .0049 2 .0049 8 .0088	818 1,833 777 2,182 1,367 869 1,321 1,527 1,192	Family 5 2,706 2 6,462 1 2,963 2 7,775 4,815 3,354 4,262 4,822 4,885 3,341 1 8,964	(add 000) 4,888 8,488 17,353 4,898 6,296 25,945 15,153 16,438 14,771 5,922 7,278	.0029 .0038 .0162 .0029 .0037 .0152 .0069 .0067 .0067	ty Safes Per Family 1,985 3,300 2,737 2,703 4,288 2,183 4,281	7,787 3,147 1,042 1,749 7,787 3,836 3,508 3,502 1,601	General Midse. 504 260 1,961 289 800 2,187 1,185 1,448 1,287 73	FurnHouse-Radio 344 110 486 34 134 436 134 436 186 414 436 186 414 436 436 414 436 416 416 416 416 416 416 416 416 416 41	Aur emois	838 1,327 3,783 479 778 3,828 1,607 1,221 1,221 1,836	86 266 504 56 64 861 605 335 260	.0033 .0044 .0086 .0041 .0043 .0154 .0066 .0077 .0060 .0042	100 100 122 77 100 100 100 100 100 100 100 100 100
Casen. Castre. Chembers Cherokee. Jacksonville. Dhildress. Clay. Clay. Clay. Clay. Clay. Clay. Clay.		8.3 6.7 24.8 8.7 8.1 26.2 10.0 12.2 8.0 8.7 7.2	.0051 .0051 .0051 .0038 .0050 .0222 .0062 .0062 .0019 .0054	1:00 (thou-sands) 2.8 1.9 6.8 1.6 2.3 9.6 3.1 3.6 2.5 2.7 1.7 1.2	Population (thousands) 3.0 3.8 14.8 8.8	Deliars (add 000) 8,70 12,27 18,49 12,44 11,07 32,19 13,21 17,30 12,21 10,37 11,33 6,56	U.S.A. 8 .0027 7 .0049 4 .9678 0 .0066 5 .0044 8 .0128 1 .0053 0 .0069 2 .0049 2 .0049 8 .0048 0 .0068	818 1,833 777 2,182 1,367 868 1,321 1,423 1,527 1,192	5 2,706 2 6,462 2 2,863 2 7,778 4,815 3,354 4,202 4,885 3,364 1,885 2 3,841 1 8,964 2 5,467	(add 900) 4,888 6,458 17,353 4,886 6,286 25,945 15,153 16,438 14,771 8,922 7,278 2,837	.0029 .0039 .0102 .0029 .0037 .0152 .0080 .0091 .0087 .0035	ty Safes Per Family 1,985 3,300 2,629 3,000 2,737 2,703 4,288 2,183 4,281 2,448	Food 1,004 1,337 3,147 1,042 1,749 7,787 3,836 3,908 3,502 1,001 1,862 877	General Midse. 804 260 1,901 289 800 2,167 1,185 1,448 1,287 73 159 90	FurnHouse-Radio 344 110 483 134 436 138 436 148 414 81	Au moi	838 1,327 3,783 479 778 3,828 3,607 3,221 1,221 1,836 1,545 231	86 266 504 56 64 861 605 335 335 260 182 77	.0033 .0044 .0086 .0041 .0043 .0154 .0066 .0077 .0060 .0042	100 100 100 100 100 100 100 100 100 100
Casen. Castre. Chembers Cherokee. Jacksonville. Dhildress. Clay. Clay. Clay. Clay. Clay. Clay. Clay.		8.3 6.7 24.5 5.7 8.1 28.2 10.0 12.2 8.0 8.7	.0051 .0051 .0051 .0038 .0050 .0222 .0062 .0062 .0019 .0054	1:00 (thousands) 2.8 1.9 6.8 1.6 2.3 9.6 3.1 3.0 2.5 2.7	Population (thousands) 3.0 3.8 14.8 8.8	Deliars (add 000) 8,70 12,27 18,40 12,44 11,07 32,19 13,21 17,30 12,21 10,37	U.S.A. 8 .0027 7 .0049 4 .9678 0 .0066 5 .0044 8 .0128 1 .0053 0 .0069 2 .0049 2 .0049 8 .0048 0 .0068	818 1,833 777 2,182 1,367 868 1,321 1,423 1,527 1,192	Family 5 2,706 2 6,462 1 2,963 2 7,775 4,815 3,354 4,262 4,822 4,885 3,341 1 8,964	(add 000) 4,888 8,488 17,353 4,898 6,296 25,945 15,153 16,438 14,771 5,922 7,278	.0029 .0039 .0102 .0029 .0037 .0152 .0080 .0091 .0087 .0035	ty Safes Per Family 1,985 3,300 2,737 2,703 4,288 2,183 4,281	7,787 3,147 1,042 1,749 7,787 3,836 3,508 3,502 1,601	General Midse. 504 260 1,961 289 800 2,187 1,185 1,448 1,287 73	FurnHouse-Radio 344 110 486 34 134 436 134 436 186 414 436 186 414 436 436 414 436 416 416 416 416 416 416 416 416 416 41	Au moi	838 1,327 3,783 479 778 3,828 1,607 1,221 1,221 1,836	86 266 504 56 64 861 605 335 260	.0033 .0044 .0086 .0041 .0043 .0154 .0066 .0077 .0060 .0042	60 100 62 117 64 117 64 100 100 122 74
Jase Jase Jase Jase Jase Jase Jase Jase		8.3 6.7 24.5 8.7 8.1 36.2 10.0 12.2 8.0 8.7 7.2 4.2	.0051 .0051 .0041 .0181 .0038 .0050 .0222 .0062 .0064 .0064 .0064	1.0 (thousands) 2.8 1.9 6.6 2.3 9.6 3.1 3.0 2.5 2.7 1.7 1.2	Population (thousands) 3.0 14.5 8.8 2.5	Deliars (add 600) 6,70 12,27 18,40 12,44 11,07 32,19 17,30 12,21 10,37 11,83 6,56 14,26	U.S.A. 16 .0027 7 .0049 4 .9678 0 .0060 5 .0044 8 .9128 1 .0053 0 .0069 2 .0049 2 .0049 8 .0026 8 .0026 8 .0026 9 .0067	Capita 818 1,833 777 2,182 1,367 866 1,321 1,421 1,527 1,192 1,081	Family 5 2,706 6 ,462 1 2,963 2 7,776 7 4,518 9 3,354 4,252 4,855 2 3,341 8,964 2 5,467 1 3,480	(add 900) 4,808 8,458 17,353 4,808 6,296 25,945 15,183 16,4771 5,922 7,278 2,937 13,346	.0029 .0038 .0162 .0029 .0037 .0152 .0089 .0001 .0087 .0035	ty Sales Per Family 1,985 3,300 2,629 3,000 2,737 2,703 4,288 2,183 4,281 2,448 3,255	Food 1,604 1,337 3,147 1,042 1,749 7,787 8,336 8,508 8,502 1,661 1,862 877 2,942	General Midse. 504 280 1,961 289 800 2,187 1,185 1,448 1,287 73 159 99	FurnHouse Radio 344 110 485 33 1,790 1,247 436 436 180 414 81 377	Au moi	938 1,327 3,783 479 778 5,826 5,607 5,221 1,221 1,946 1,545 2,31 1,805	86 266 504 56 64 881 605 335 200 152 77 465	. 0033 . 0044 . 0086 . 0041 . 0043 . 0154 . 0066 . 0077 . 0060 . 0042 . 0045 . 0024	100 60 100 61 100 100 100 100 100 100 10
lasse. Chambers Chambers Chembers Chembers Chembers Chembers Chembers Childress		8.3 6.7 24.5 8.7 8.1 28.2 10.0 12.2 8.0 8.7 7.2 4.2 13.2	.0051 .9041 .9151 .0038 .0050 .0222 .0062 .0019 .0054 .0044 .0026 .0081	1:00 (thousends) 2.8 1.9 6.8 1.6 2.3 9.6 3.1 3.0 2.5 2.7 1.2 4.1 12.2	Population (thousands) 3.0 3.8 14.8 8.8	Deliars (add 000) 6,70 12,27 18,88 12,44 11,07 32,19 13,21 17,30 12,21 10,37 11,83 6,50 14,20 42,88	U.S.A. 16 .0027 7 .8049 4 .9078 0 .0060 5 .0044 8 .8128 1 .0053 0 .0069 2 .0049 2 .0049 3 .0028 0 .0066 0 .0066 0 .0066	Cap- its 1,833 771 2,182 1,367 866 1,321 1,421 1,527 1,192 1,542 1,081	Family 5 2,706 6,462 1 2,963 2,7,778 7 4,615 9 3,354 4,202 4,825 2 3,841 1 6,964 2 5,467 1 3,480	(add 000) 4,888 6,488 17,353 4,898 6,296 25,945 15,183 16,478 14,771 5,922 7,278 2,837 13,346 30,441	.0029 .0038 .0102 .0029 .0037 .0152 .0089 .0001 .0087 .0035 .0043 .0017	ty Sales Per Family 1,985 3,300 2,629 3,000 2,737 2,703 4,288 2,183 4,281 2,448 3,255	Food 1,604 1,337 3,147 1,042 1,749 7,787 8,836 3,802 1,601 1,862 877 2,942 8,984	General Midse. 504 280 1,861 289 800 2,187 1,185 1,487 73 159 99 695	Furn House- Radio 34- 110 460 30 13- 1,780 1,247 430 431 431 431 377	Au moi	938 1,327 1,327 3,783 479 778 5,826 6,607 1,221 1,946 1,545 231 1,865 6,484	88 298 504 56 64 881 605 335 200 182 77 465	.0933 .0044 .0086 .9041 .0066 .0077 .0060 .0042 .0024 .0028	100 100 117 117 100 100 122 77 100 91
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Carsen Caste Charles Chembers Chrokee Jacksonville Shiddres Childres Childres Claidres Claidres Caste Boshran Coke Deleman Bettin McKinney Sollingaveeth Sollingaveeth Sollingaveeth Somai New Braunfels Somanche Somanche		eands) 8.3 6.7 24.5 5.7 8.1 38.2 10.0 12.2 5.0 8.7 7.2 4.2 13.2 40.2 11.7 8.6 17.6 18.3 14.0 13.8 4.8	.0051 .0051 .0051 .0051 .0051 .0050 .0058	lies 2.8 1.9 2.8 1.9 2.8 2.3 2.5 2.7 1.7 1.2 2.3 8.2 2.3 5.2 4.1 4.2 2.5 5.2 4.0 6.2 4.0 6.2 6.2 6.2 6.2 6.2 6.2 6.2 6.2 6.2 6.2	Pope- internation (thousands) 3.0 3.8 14.5 8.0 2.5 5.7 11.7 3.5 5.8 18.0	Deliars (add 000) 8,70 12,27 18,89 12,44 11,07 32,19 13,21 17,30 12,21 10,37 11,83 8,50 14,26 42,88 14,99 10,000 20,38 23,13 18,11 14,83 6,61	U.S.A. 6 .0027 7 .0049 8 .0128 8 .0128 1 .0053 0 .0066 5 .0044 8 .0022 0 .0049 8 .0068 0 .0068 1 .0060	Cap- its 318 1,833 777 2,182 1,367 1,321 1,527 1,192 1,081 1,081 1,081 1,233 1,181 1,234 1,071 1,192 1,193 1,181 1,243 1,181 1,193 1,181 1,193 1,193 1,193 1,193 1,193 1,193 1,193 1,193 1,193 1,193 1,193 1,193 1,193 1,193	Family 5 2,706 6,402 2 2,863 7,776 4,815 3,354 4,822 4,825 3,462 3,462 3,460 3,492 3,492 4,483 3,545 4,510 3,922 4,418 3,332 3,452 3,450 3,922 4,438 3,332 3,450 3,922	(add 000) 4,888 6,488 17,353 4,898 6,298 25,945 15,183 16,436 14,771 5,922 7,278 2,937 13,346 39,441 16,696 8,923 22,487 20,145 19,136 12,102 4,107		ty Safes Per- Fam- 1,985 3,399 2,029 3,000 2,737 2,703 4,288 2,183 4,281 2,446 3,285 2,485 3,880 4,324 2,281 2,788 3,880 4,387 4,281 2,788 3,880 4,387 4,281 2,788 3,880 4,387	Foed 1,604 1,337 3,147 1,042 1,748 7,787 8,336 3,508 3,592 1,601 1,862 877 2,942 8,994 4,002 2,079 4,703 4,227 3,527 2,706 884	General Midse. 504 260 1,961 289 800 2,187 1,185 1,448 1,277 37 189 99 695 2,516 1,445 536 1,438 2,287 1,760 1,622 121 1,588 1,505	Furn House- Radio 344 116 465 36 133 1,796 1,247 434 436 437 1,227 277 744 200 201 1,131	Au moi 1 2 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	\$38 1,327 3,783 479 778 5,826 6,607 1,221 1,221 1,221 1,221 1,856 1,545 231 1,865 1,865 1,940 2,607 1,865 1,940 2,607 1,865	86 266 504 56 64 881 605 335 235 220 182 77 485 632 413 283 373 526 526 563 80	Power Index .0033 .0044 .0058 .0044 .0056 .0074 .0056 .0074 .0056 .0074 .0056 .0074 .0056 .0074 .0056 .0074 .0056 .0074 .0056	100 100 100 100 100 100 100 100 100 100

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Before using these figures, see explanation page 11.

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* Retail sales and other statistics

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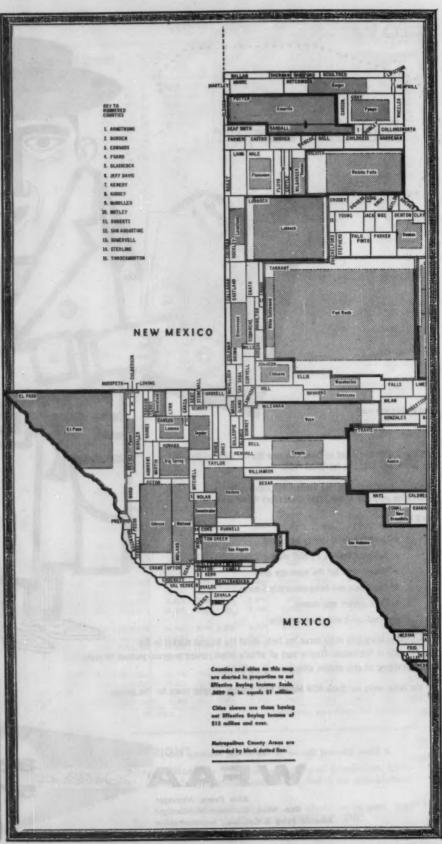
covers 109,737 square miles in 105 counties in the .5 millivolt area!

KENS COVERS

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- 1,171,100 families
- with \$5,845,696,000.

at astonishingly low cost per thousand.

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consumer markets says...

DALLAS' BUSINESS IS BIGGER THAN DALLAS

... OR DALLAS COUNTY ... OR DALLAS' C&RTZ

Dallas' sales volume is increased 61.6% by the purchases of outsiders!

Dallas merchants have long insisted that a large portion of their business is accountable in sales to out-of-town customers. Now, *Consumer Markets* computes the volume attributable to non-residents of a market center—accredits \$374,092,000 of Dallas' total retail sales, 1954, to the buying of North Texans who live in Dallas' market area, the 72-counties that look to Dallas, buy in Dallas, visit with Dallas each morning through The Dallas Morning News.

72 County Dallas Market Sales:

TOTAL RETAIL SALES	\$3,289,207,000
FOOD	744,950,000
GENERAL MDSE	. 496,526,000
HOME FURN	. 170,627,000
AUTOMOTIVE	. 827,403,000
DRUG	. 110,048,000

According to Consumer Markets' Editor, Edwin Goldstein, the buying of non-residents affected Dallas' 1954 sales volume as follows:

STORE GROUP		DALLAS CITY SALES*	PERCENTAGE OF DALLAS CITY SALES* TO NON-RESIDENTS
Total Retail Sales		\$980,834,000	38.1%
Food		159,065,000	14.3%
General Mdse		184,108,000	61.4%
Home Furn		51,543,000	38.4%
Automotive		231,410,000	38.6%
Drug		29,599,000	33.4%

*Includes both direct and mail order sales

There's no trick to tracing the North Texans who give Dallas business its extra bigness—one of Dallas' major department stores, in a check of its charge accounts, found that 95% of its out-of-town customers subscribe to The

Dallas News. Naturally, you should expect a greater return from your advertising in The Dallas Morning News with its ample coverage of both Dallas and the 72-county Dallas market!

ONLY THE DALLAS NEWS COVERS THE DALLAS MARKET!

The Pallas Morning News

DALLAS' LARGEST NEWSPAPER: More people BUY The News . . . more people READ The News . . . more people are INFLUENCED by The News than by any other North Texas newspaper.

CRESMER & WOODWARD, INC., Netl. Representative ' New York ' Chicago ' Detroit ' Atlanta ' Los Angeles ' San Francisco
572

SALES MANAGEMENT

Texas Harte-Hanks Newspapers

TOTAL CIRCULATION-DAILY 234,469-SUNDAY 198,739

ABILENE REPORTER-NEWS THE BIG SPRING HERALD CORPUS CHRISTI CALLER-TIMES THE DENISON HERALD THE GREENVILLE BANNER MARSHALL NEWS MESSENGER THE PARIS NEWS
SAN ANGELO STANDARD-TIMES
THE SNYDER DAILY NEWS



SALES TOTALS FOR PRIMARY MARKET AREAS OF OUR NINE PAPERS

(Counties in Which Papers Have 25% or Better Family Coverage)

(000's omitted)	Effective Buying income:	Total Rotali Sales:	Food Sales:	Auto- motive:	Drug:
Abilene Reporter-News	283,991	208.996	45.343	57.327	6.878
Big Spring Herald	68,431	44.371	9.574	11.734	1,274
Corpus Christi Caller-Times	510,960	358,630	86,646	82,749	12,160
The Denison Herald	92,687	72,501	19,805	18,482	2,313
The Greenville Banner	42,036	35,435	9,149	8,845	1,065
Marshall News Messenger	96,639	75,569	18,551	17,760	2,148
The Paris News	73,140	61,040	16,725	15,205	2,024
San Angelo Standard-Times	241,855	169,607	37,381	40,655	5,438
The Snyder Daily News	54,622	31,732	4,649	6,321	703
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TOTAL METROPOLITAN AREAS ONLY— Effective Buying Income \$827,286 Retail Sales 610,327

NEW ABC CITY-ZONE POPULATION-

Abilene 58,398 Denison 25,150 Big Spring 28,572 Marshall 27,233 Corpus Christi 163,753 San Angelo 60,765 Texas Harte-Hanks Comic Group 198,739 Net Paid Circulation!

(Of this 172,539 Now ABC)
Group Rate—Frequency Discounts!

Standard-size 8- or 12-page sections—only two Color Production charges for use of entire group of 9 papers?

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CHICAGO-400 N. Michigan Avenue

NEW YORK-52 Vanderbilt Avenue

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS — (Continued)

Defeat	11		POPULA ES 1/1	TIMATE	8	AUTA I	TIVE BI			RETAIL SALES ESTIMATES—1884								SALES ADVER ING CONTR	T18-
COUNTIES	Metro- politan Area	Total	%	Fami-	Urban-	Not	92	Per	Per	Coun- (in thousands of deliare-				Buylog	Out				
1 m		(thou-	nds) U.S.A. (thou- eands)	Population (thousands)	u- Dollars of Cap-Fam- in (add U.S.A. ita ity u- 800)	Fam-	(add 000)	0.8.A.	Sales Per Fam- ily	Food	General Mdes.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex			
Grane		5.0 4.8 9.6	.0030	1.4 1.2 2.6	3.4	9,578 7,311 12,608	.0029	1,589	6,839 6,083 4,880	4,171 4,918 9,623		2,879 4,098 3,701	937 1,177 2,664	91 173 440	96 71 238	936 1,485 2,258	77 181 228	.0032	
Gulberson Dallam	25	1.8 7.9 751.3	.0011	.5 2.4 230.5	5.8	2,050 14,079 1,484,440	.0056	1,782	4,100 5,886 6,440	2,408 12,788	Elle.	4,818 5,328	484 2,850 200,279	74 888 218,832	387 43,116	735 3,701 198,839	54 494 37,641	.0061	91 124 123

© SM, 1955.

Before using these figures, see explanation page 11.

1 A special Business Census was conducted by the Bureau of the Census, covering the calendar year 1953, for the county and city of Dallas. SM's retail sales estimates for that year have been adjusted as follows:

Total General Furn.-House.Retail Food Mdss. Radio Automotive Drug
(th. \$) (th. \$) (th. \$) (th. \$) (th. \$)

Dalias County 994.796 187.352 205.638 41.110 199.678 34.584
Dalias City 859,750 148,448 193.114 34,463 181.318 28.188

NOTE: The figures for General Merchandise differ materially from the figures shown in the special census, because the latter made no attempt to distribute mail order catalog house sales.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

		•		TIMATI	E8	EFFEC SAD	G -1964	RETAIL SALES ESTIMATES—1984									AND ITIS- IOLS		
COUNTIES	Motro- politan Area	Total	4	Fami-	Lirban-	Net	95	Per	Per	Dallara	*	Coun-	()e	FIVE ST	ORE GRO		Useld!	Buying	Out
1▲Dallan		(thou- eands)	U.S.A.	fiee (thou- sends)	Population (thou- oands)	Deliars (add 800)	3 U.S.A.	Copita	Family	(add 900)	U.S.A.	Sales Per Fam- ily	Feed	General Mdss.	Furn House- Radio	Auto- mutive	Drug	Power Index	ity in- dex
		\$70.0	.3506	182.5		1,135,650	.4522	1,992	6,223	873,977	.5140		155,232	196,565	35,356	180,622	30,012	.4504	128
University Park		28.5	.0175	9.1		102,532	.0408	3,598	11267	25,832	.0149		7,722	8,116	8,404	630	2,037	.0284	162
Highland Park.		12.9	.0079	4.8		63,214	.0252	4,900	13170	13,758	.0081		4,700	300	166	204	354	.0166	210
Grand Prairie		27.2	.0167	7.9	-	42,774	.0170	1,573	5,414	22,237	.0131		7,308	1,688	1,181	5,333	1,076	.0158	94
Garland		20.0	.0123			31,707	.0126	1,585	5,563	22,841	.0134		6,073	1,381	1,001	7,839	1,110	.0128	104
Irving	1	22.5	.0138	7.4	200	41,112	.0164	1,827	5,566	16,341	.0096		5,631	497	534	2,766	990	.0138	100
Deween		22.0	.0136	5.8	13.6	35,773	.0142	1,626	6,188	25,941	.0153	4,473	5,710	1,849	802	8,621	761	.0144	106
Lamess		12.7	.0078	2.8		21,328	.0085	1,679	8,531	23,003	.0135		4,774	1,759	801	6,357	684	.0099	127
Donf Smith		11.0	.0007	8.1	6.3	18,686	.0075	1,700	6,031	14,779	.0067	4,787	3,811	808	643	3,272	393	.0077	115
Hereford		6.3	.0039	1.7		11,817	.0047	1,876	6,951	14,636	.0086	0.00	8,072	756	553	3,272	393	.0057	146
Delta	100	7.3	.0045	2.1		7,011	.0029	980	3,330	8,536	.0032	2,636	1,844	333	232	1,800	85	.0032	71
Denter		30.4	.0243	10.1	23.8	51,748	.0200	1,313	4,748	36,691	.0216	3,386	8,845	2,374	1,465	10,577	1,356	.0217	89
Decton		23.8	.0146	6.0		87,020	.0147	1,555	6,170	25,717	.0151		5,434	1,881	1,170	7,892	1,106	.0148	101
De Witt		22.1	.0137	6.8	12.0	23,164	.0092	1,039	3,564	25,447	.0150	3,915	6,133	1,254	991	4,802	651	.0118	86
Dickens		8.6	.0040	1.1		11,000	.0044	1,676	6,144	7,111	.0041	3,951	1,540	506	448	1,794	185	.0043	108
Dimmit	3.2	11.0	.0073	2.4	4.8	7,634	.0030	638	3,139	5,687	.0034	2,370	1,650	113	138	1,000	153	.0030	83
Denley		6.7	.0035	1.1	2.4	7,465	.0030	1,310	4,506	6,827	.0034	3,642	1,440	385	421	1,125	206	.0033	94
Duval		14.8	.0001	3.4	6.8	13,534	.0054	914	3,961	7,900	.0047	2,324	2,915	395	380	1,016	372	.0059	85
Eastland		22.1	.0136	7.1	12.1	27,448	.0100	1,242	3,780	26,662	.0156	3,852	7,240	2,455	963	7,067	799	.0128	94

A and A See end of state for SM Metropolitan County Arens.

© SM. 1955.

Before using these figures, see explanation mase 13

1 A special Business Census was conducted by the Bureau of the Cansus, covering the calendar year 1953, for the county and city of Dallas. SM's retail sales estimates for that year have been adjusted as follows:

Total Retail Food Mdse. Radio Automotive Drug (th. \$)
NOTE: The figures for General Merchandise differ materially from the figures shown in the special census, because the latter made no attempt to distribute mail order catalog house sales.

It's the SURVEY

It may be General Electric Company . . . Foote, Cone & Belding . . . the United Cerebral Palsy Associations . . . the UAW-CIO . . . the Traveling Library & Extension Dept. of the State of Wisconsin . . . the Board of Governors of the Federal Reserve System . . . a citizen's "watchdog" committee on state expenditures . . . the N. Y. Regional Planning Committee . . . or the N. J. Education Association . . .

Wherever reliable local data on population, income, sales are needed to launch a project or determine a course of action—it's the SURVEY.



PLEASE NOTE THESE FACTS BEFORE EVALUATING ESTIMATES FOR . . . DALLAS COUNTY

only to Dallas.

Retail sales in Dallas and Dallas County registered a substantial gain in 1954, compared with 1953 totals, and kept Dallas in the spotlight as one of the pace-setting areas of the United States.

The facts indicate that Dallas business, during 1954, maintained—or improved—this metropolitan area's position in relation to comparable communities.

But retail sales figures for Dallas County in this Survey of Buying Power do not define a true trend when compared to Sales Management 1953 estimates, as published last year, nor do they show a true comparison with similar Standard Metropolitan Areas.

The Dallas figures are based on the 1953 Special Census of Business for Dallas, the only such census in the nation.

This census indicated that Sales Management estimates for 1953 were high, and should be adjusted. We do not dispute that conclusion.

However, if Dallas' 1953 estimates were high, the estimates for comparable metropolitan areas may have been similarly high. Sales Management didn't have the same benchmarks against which it could check its

inexplicably estimated to have plunged below the level shown by the 1953 census.

This is in spite of the fact, which was called to Sales Management's attention, that Dallas County dealers had a record-breaking year in 1954, selling and

politan areas DOES NOT INDICATE A TREND

but rather an isolated statistical readjustment applied

paradoxical. Food sales are up, and so are drug and general merchandise sales. But automotive sales are

The breakdown of Dallas retail sales is in itself

estimates for other areas. Therefore, the ad-

justment factor indicated in the Dallas Census was applied only to Dallas in this Survey, and not to comparable metropolitan areas.

This means that the normal comparison of

Sales Management's figures for 1953 and 1954 in regard to Dallas and other comparable metro-

trucks in this county as compared with 42,410 in 1953.

For more specific data about trends and trade levels in Dallas County, you are invited to make inquiries of the undersigned.

registering (licensing) 50,294 new passenger cars and

THE DALLAS TIMES HERALD

DALLAS CHAMBER OF COMMERCE

DALLAS ADVERTISING LEAGUE
NORTH TEXAS CHAPTER
AMERICAN MARKETING ASSOCIATION

(This space, which normally would be devoted to a promotional ad, has been provided by The Dallas Times Herald as a public service to all advertisers.)

DALLAS-FT. WORTH SUPERMARKET

Effective Buying Income

\$3 BILLION
DOLLARS

UP MORE 26%
THAN ... 26%
OF ALL TEXAS' RETAIL SALES

Now in the sixth year of helping advertisers ring up new sales records, WFAA-TV blankets this rich 29-county Dallas-Fort Worth supermarket. And super it is. For here are packed over 2,000,000 people, nearly one-fourth the families of Texas. They spend over two-and-one-third billion dollars, accounting for 26% of all retail sales in the state. To move your products by that ringing cash register, start with Channel 8 in Dallas.



Sales Management estimates Spring, 1955

Channel

WFAA-TV

NBC — ABC — DUMONT 274,000 watts Video 137,000 watts Audio FURNITURE, RADIO, TV AND HOUSEHOLD SALES OVER 104,000,000

\$ 475,000,000

\$ 475,000,000

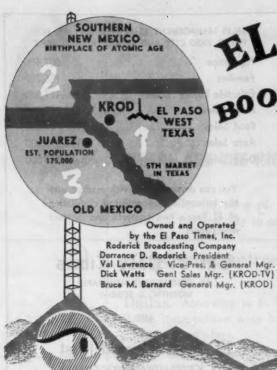
DRUG SALES
OVER
\$ 17,000,000

GENERAL MERCHANDISE BALES OVER \$ 425,000,000

> AUTOMOTIVE SALES NEARLY \$500,000,000

RALPH NIMMONS, Station Manager

EDWARD PETRY & CO., National Representative Television Service of The Dallas Morning News



ELPASO the Southwest's BOOMING 3 IN 1 MARKET

KROD

KROD-TV

600 KC, 5,000 Watts

Channel 4

• DuMont • ABC

"Plas Value" Media in a "Plus Value" Market

No other radio station in El Paso can offer as much coverage, as many listeners, as many advertisers as KROD. With its 27-county coverage, KROD delivers Texas' 5th market...plus Southern New Mexico...plus Juarez, Mexico.

Like its sister-station, KROD-TV has El Paso's only

mountain-top antenna (5,285 ft. above sea level—1,585 ft. above average terrain) and operates on full power of 56,300 watts. This means that KROD-TV is the only television station covering all the vast, wealthy area... delivering all of the Southwest's booming 3 in 1 market.

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

"LET A BRANHAM MAN HELP YOU"

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS - (Continued)

	_	TA ES	TIMATE	ES	E	NCOME					0			1984			ADVER	TIS-
Metro- politan Area	Total	67			Net	67.	Par	Par	Dallars	0%	Coun-	(ir					Buving	Oual
	(thou- aands)	U.S.A.	lies (thou- sands)	Pepu- lation (thou- sands)	Dollars (add 000)	U.S.A.			(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- dex
	50.8	.0312	16.2		121,486 110,746 2,883	30000	2,180	6,836	88,184 64,039 1,589	.0377	VIII	16,883 15,863 625	2,563 2,330 113	3,986 3,596 34	16,250 15,627 170	2,101 1,999 80	.0396	127
45		100000	3.9		50,910 17,067 380,900	.0068	1,376	4,376	37,219 17,205 241,581	.0101	Tim.	11,403 4,131 52,915	2,520 1,161 36,745	1,229 910 14,918	8,536 4,272 52,026	1,128 479 8,744	.0080	105
		Metropolitan Area Total (thou- aands) 89.6 50.8 3.2 43.9	Matropelitan Area Total (thou-aands) 80.6 0.387 50.8 0.312 3.2 0019 43.9 0.270 12.4 0.076	Metropolitan Area Total (thou-sands)	Strimares Total (thou-aands) U.S.A.	STIMATES STIMATES	STIMATES STIMATES	Netropelitan Total (thou-aands) U.S.A.	STIMATES STIMATES	STIMATES STIMATES INCOME ESTIMATES INCOME	STIMATES STIMATES	STIMATES STIMATES	STIMATES STIMATES	STIMATES STIMATES	STIMATES STIMATES	No. No.	STIMATES STIMATES	No Content Strimates Str

In the BIG MIDDLE of WEST TEXAS

with \$1,500,000,000 Income - \$1,120,000,000 Retail Sales

It's KECK for COVERAGE . POPULARITY . ECONOMY . RESULTS

KECK delivers more listeners-perdollar than any other radio or TV station in the Permian Basin—the largest oil region in the country. And sells more merchandise than any other radio station in Odessafastest growing city in Texas—fabulous capital of the Permian Basin—wholesale and retail distribution center of West Texas and Southeast New Mexico. Sell this big West Texas market—buy KECK.

National and Local Advertisers Like KECK. Let us tell you why.

ODESSA'S GROWTH

Population up 437% since 1940up 1,184% since 1930.

18,186 MORE people employed than in 1940.

\$54,913,204 building permits in five years.

VECK THE STATION MOST BEODIE LISTEN

THE STATION MOST PEOPLE LISTEN TO MOST IN WEST TEXAS . Represented by FORJOE AND CO.

MAY 10, 1955

677



THE CAPITAL CITY OF

The fabulous Southwest

24 counties in West Texas and Southern New Mexico

WHERE OVER

1/2 MILLION PEOPLE

SPEND OVER

1/2 BILLION DOLLARS

IN RETAIL SALES

SALES MANAGEMENT ESTIMATES, MAY 10, 1955 FOR EL PASO CITY AND RETAIL TRADING ZONE

Population	607,400
Families	
Effective Buying Income	\$886,417,000
Retail Sales	\$587,167,000
Food Sales	\$130,717,000
Auto Sales	\$126,115,000
Drug Sales	\$ 19,916,000

You can dominate this rich market with the influential concentrated circulation of El Paso's two separate and distinct newspapers.

The El Paso Times

AN INDEPENDENT NEWSPAPER
MORNING & SUNDAY

AND

El Paso Herald-Post

A SCRIPPS-HOWARD NEWSPAPER EVENING

ONE LOW RATE-30¢ LINE-BUYS BOTH

TEXAS - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Matra		POPUL/ ES 1/1	TION TIMAT	E8	ATUTA.	TIVE B	E	_			•	777	MATES-	-1964	10-		SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	QZ.	Fami-	Urban-	Net	ez.	Per	Per	Dullara	OZ.	Coun-	(li		ORE GRO		7	Buying	Oual
		(thou- sends)	of U.S.A.	lies (thou- sands)	Population (thousands)	Dollars (add 000)	of U.S.A.	Capita	Fam- ily	(add 000)	% U.S.A.	Sales Per Fam- lly	Food	General Mdes.	Furn,- House- Radio	Auto- motiva	Drug	Power Index	ity In- dex
AEI Pass		180.0		48.6		263,157			5,415	314,643			40,990	35,870	14,341	49,863	7,714	.1126	
Erath		17.1	.0105	8.4	9.4	17,867	,0071	1,044	3,307	16,237	.0096	3,007	2,960	1,601	489	3,887	460	.0088	82
Falls		24.3	.0149	8.8	7.3	21,232	.0084	874	3,077	21,278	.0125	3,084	5,119	1,401	794	4,044	539	.0109	73
Martin		7.8	.0045	2.8		8,064	.0032	1,106	3,226	12,679	.0075	100	2,631	1,234	550	3,350	431	.0048	107
Fannin		27.2	.0108	8.4	6.3	23,461	.0094	863	2,793	17,861	.0105	2,128	6,772	1,748	842	3,639	715	.0112	87
Fayette		21.8	.0134	8.4	2.5	19,543	.0078	396	3,084	20,391	.0120	3,188	4,121	2,435	1,026	3,384	803	.8102	76
Flaher		10.0	.0061	2.7	2.9	11,912	.0047	1,191	4,412	7,106	.8042	2,632	2,012	500	163	1,500	276	.0048	79
Floyd		10.8	.0065	3.1	3.3	16,281	.0065	1,561	5,282	11,215	.0066	3,618	2,473	711	454	2,580	342	.0065	100
Foard		4.0	.0026	1.1	****	8,067	.0020	1,267	4,000	3,800	.0022	3,455	773	132	225	1,073	82	.0022	-
Fort Bond		30.0	.0186	7.1	7.8	33,126	.0132	1,08	4,302	29,629	.0174	3,848	5,736	2,335	1,063	9,960	438	.0186	83
Rosenberg		7.6	.0047	2.4	1	10,131	.0040	1,333	4,221	14,891	.0088		3,718	864	771	7,485	135	.0056	119
Franklin		5.2	.0032	1.0	.3	4,125	.0016	793	2,570	3,254	.0019	2,034	620	250	98	1,162	59	.0020	63
Freestone		13.9	.0005	4.0	2.8	11,939	.0048	851	2,965	8,907	.0053	2,227	2,517	877	260	2,237	310	.0057	87
Prio		11.3	-0070	2.1	8.0	8,748	.0035	774	3,239	7,272	.0042	2,093	2,117	228	143	1,745	179	.0044	-
Gaines		9.2	.0054	2.1	3.7	14,030	.0004	1,629	5,612	12,103	.0072	4,841	2,452	370	320	5,046	389	.0061	100

A and A See and of state for SM Metropolitan County Areas.

€ SM, 1955.

Before using these figures, see explanation page 11.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as unrelated individuals living alone or with other families.



WHERE ARE THE HIGHEST BANK DEPOSITS IN THE SOUTH?

A. Dallas. At the close of 1954 Dallas banks had \$2,022,362,385 on deposit—the first city in the South to pass the two billion mark.

O. Where does construction continue to set records?

A. Dallas. According to F. W. Dodge, construction contract awards in Dallas Metropolitan Area totaled \$214,524,000 in 1954. \$1,107,000,000 in the last six years.

O. Who is using all these new buildings?

A. New businesses account for a lot. In 1954 a well balanced list of 1.084 new businesses were established in Dallas.

O. What about the payroll for all this activity?

A. Payrolls for Dallas County were up \$40 million over the previous year, hitting an estimated \$1,115,434,000. The third straight year the annual payroll has topped a billion.

Q. Dallas is a leader — a market with influence — how far is its influence felt?

A. Consider these two symbols of business: the Federal Reserve Bank of Dallas governs banking in most of 5 states. The Dallas published Southwest Edition of the Wall Street Journal covers 9 states.

Some cities, like some people, have more influence - more impact . . .

go after the leaders first!

DALLAS CHAMBER OF COMMERCE

1101 Commerce Street • Dallas, Texas

\$60,000,000... This represents the annual Industrial Payroll of LONGVIEW-GREGG COUNTY, the first market in East Texas.

RESISTOL HATS, INC., is building a \$1,250,000 plant in Longview; work has started on a plant here for PITTSBURGH SCREW & BOLT COMPANY; TEXAS EASTMAN COMPANY, a division of Eastman Kodak, has a multi-million dollar expansion underway. (Longview has 125 industries)

WATER . POWER . FUEL

Longview is the only city in East Texas with THREE sources of water supply, a mighty big factor in getting new industries. Longview also has the biggest power plant in the eastern half of the state; and the city is located in the heart of the rich East Texas natural gas, oil and iron ore belt.

More payrolls mean more buying power — and Longview's industrial payrolls are increasing constantly.

The \$500,000,000 market in the East Texas area is served by

THE LONGVIEW DAILY NEWS . THE LONGVIEW MORNING JOURNAL . THE LONGVIEW SUNDAY NEWS-JOURNAL

Carl L. Estes, Publisher . Represented Nationally by THE TEXAS DAILY PRESS LEAGUE . Offices in Principal Cities

	Metro-	0		TIMATI	ES	ACT N	TIVE B		1			0	773	SALES	-1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Net	96	Per	Per	Deliars	96	Coun-	(le		ORE GRO			Buvine	Oua
		(thou- eande)	U.S.A.	(thou- sands)	Population (thousands)	Dellars (add 000)	u.s.a.	Cap- ita	Fam- ity	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radie	Auto- metive	Drug	Power index	ity in- des
Galveston	66	129.9 71.7 23.5	.0441	38.5 21.8 7.1		219,136 127,611 40,195	.0508	1, 687 1,780 1,710		184,397 107,695 29,247	.0908 .0633 .0172	(1)	35,855 23,906 7,338	13,823 10,439 2,154	10,586 7,597 2,307	25,485 17,686 6,885	6,078 4,162 1,228	.0008 .0532 .0161	121
Garza		7.0 10.4	.0044 .0064 .0008	1.8 3.2 .2	3.8	10,481 11,263 1,574	.0045	1,400 1,083 1,749	3,520	6,243 11,807 331	.0036 .0068 .0002		1,530 2,465 46	370 850	423 881	1,078 2,456	154 211 28	.0040 .0066 .0005	
Getiad		8.6 19.5		1.4	7035	4,933 16,527	.0019		3,524 3,241	4,000 28,627	.0024	2,906 5,613	1,028 8,038	200 1,150	85 344	860 4,586	58 326	.0023	1
Gonzales Gray Pampa		6.2 24.8 19.3	.0153		19.3	6,039 44,182 36,067		1,782	3,552 5,813 5,723	14,875 36,035 82,313	.0087 .0212 .0190		2,520 8,326 6,976	575 3,210 2,625	276 1,211 1,081	3,212 9,804 9,221	183 1,714 1,480	.0046 .0182 .0188	111
Grayson	56	70.4		21.9	40,2	89,842 32,425		1,276	4,102	67,786 30,590	.0399		17,878 6,395	8,827 2,519	4,039	19,129	2,127 1,127	.0388	1
Denison		18.5 84.2 29.5	.0395	6.3	40.4	25,399 98,738 46,732	.0101	1,373 1,538	4,032	25,861 96,889 49,427	.0152 .0669		7,241 17,006 8,326	2,475 7,715 4,750	1,802 5,781 3,423	7,988 32,000 16,315	696 2,378 1,114	.0119 .0448	11
2Kilgore		11.5	.0071	4.1		21,397	.0085	1,861	5,219 2,721	26,550 9,987	.0156	2,581	3,477	1,766	1,587 345	10,890	770 278	.0104	14
Guadalupe Seguin		28.8 11.0	.6068	3.2		25,540 12,389	.0049	1,126	3,897 3,872	21,818 16,595	.0120		5,703 3,485	804 744	1,481 1,451	3,804 3,539	440 363	.0121	10
Plainview		17.6 10.7	.0108			55,644 33,023 13,319	.0131	1,876	5,983 6,351 4,503	50,486 41,405 12,421	.0297		9,500 6,838 3,125	4,967 4,188 774	2,198 2,076 805	13,328 11,755 2,321	1,831 1,528 563	.0241 .0160 .0061	14
Hamilton		9.1		3.1	-	9,005		200	3,996	9,781 6,281	.0058	3,155	3,653	733 642	356	1,467	284 321	.0049	1 -
Hardeman		10.0	1	1		13,407			4,325	8,858	10000	2,857	2,226	849	516	1,455	287	.0055	

2 Kilgore is in Gregg and Rush Counties. A and A See end of state for SM Metropolitan County Areas. Before using these figures, see explanation page 11. © SM, 1955.

WHAT THE TRIANGLES STAND FOR . . .

The solid black triangles in these tables and footnotes refer to Standard Metropolitan Areas.

The open triangle indicates SALES MANAGEMENT "Potential" areas.

Check this SHELBY SAN For Texas Consumer Response NACOGDOCHES 0 SABINE Here is a typical example of the response and interest your products and services are receiving every day in ANGELINA the Gulf Coast Area on KGUL-TV. Below is a consumer response map showing the origin of more than 10,000 NEWTON BEE Range Rider Club membership requests. TYLER POLK 0 0 JASPER MILAM BRAZOS 0 WALKER GRIMES WILLIAMSON BURLESON SAN JACINTO HARDIN 0 213 35 LEE LIBERTY MONTGOMERY WASHINGTON WALLER ORANGE 0 15 BASTROP AUSTIN JEFFERSON Houston 22 FAYETTE CHAMBERS 5612 1669 COLORADO FORT BEND GONZALES 0 44 304 WHARTON Galveston 0 LAVACA 0 BRAZORIA 28 6 105 DeWITT 10 39 48 80 JACKSON VICTORIA 42 Victoria Best Buy in Texas GOLIAD REFUGIO REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES



The Chronicle Station, P. O. Box 12, Houston 1, Texas, Channel 13
Houston Consolidated Television Co. — General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett
National Representatives: BLAIR-TV, 150 E. 43rd St., New York 17, N.Y.; Basic ABC

HTRK-TV

TEXAS	-	(Con	tinue	ed)	01			18		0 1		. 0			The "SM" sive estima		mark o	original, o	
COO OF	Metro-	0	POPULA ES 1/1	TION TIMAT	ES	ACUTA I	TIVE B			81.		0	777	SALES	-1964			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Not	%	Per	Per	Delfara	%	Coun-	(lin		ORE GRO			Buying	Oual
	-	(thou- eands)	U.S.A.	(thou- oands)	Pepu- lation (theu- sands)	Dollars (add 000)	U.S.A.	Gep- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- dex
Harris. AHouston Baytown Pasadens Bellaire West Univer-		1,612.0 708.1 26.6 34.0 31.7	.4356 .0164 .0200	302.6 220.5 8.3 9.9 7.5		1,800,026 1,361,029 50,266 57,979 44,401	.5420 .0200 .0231	1,922 1,890 1,705	6,278 6,172 6,056 5,856 5,932	1,199,381 1,012,525 50,804 27,918 11,470	.7054 .5955 .0298 .0165 .0067	2,963	289,794 225,172 14,456 6,978 4,184	135,642 129,300 3,158 1,512	81,989 69,976 4,258 3,459	281,372 226,004 14,787 7,005		.7142 .5368 .0222 .0207 .0135	123 135 99
nity Place Harrison Marshall Hartley		23.0 46.8 25.5 1.7 13.4	.0288 .0157 .0010	6.8 12.6 7.8 .8	25.5	06,182 44,669 30,027 3,729 16,360	.0178 .0120 .0018	984 1,178 2,188	9,725 3,545 3,850 7,440 4,424	2,211 38,181 28,849 491 9,781	.0018 .0206 .0170 .0003 .0058	2,790	818 9,287 6,885 288 2,266	47 4,285 2,970 31 523	1,998 1,912 290	689 7,424 7,160 1,784	844 712 27 415	.0164 .6208 .0142 .0011	72 90



Over \$2,452,981,000

Consumer Dollars . . . and practically

of these are concentrated in Houston and Harris County . . . where the HOUSTON CHRONICLE DOMINATES!

77.4% of all consumer spendable income in Houston's Entire Retail Trade Zone, is located in Houston and Harris County.

Sources: Sales Management, 1955, and ABC Publisher's Statement, Sept. 30, 1954. For Example . . . in Circulation:

16,154 MORE 2

Daily City Home Delivered than 2nd Paper!

21,226 MORE

Sunday Total City than 2nd Paper!

56,501 MORE

Daily City Home Delivered than 3rd Paper!

42

Consecutive Years of Leadership in Advertising and Circulation.

The HOUSTON CHRONICLE DOMINATES IN NEWS, CIRCULATION, ADVERTISING AND

Results!

THE HOUSTON CHRONICLE

THE BRANHAM COMPANY-National Representatives

THIS CHAIN OF EVIDENCE LINKS UP MORE SALES!

NOW SELLING HIGHER, WIDER, HANDSOMELY

RADIO FAMILIES

306,670

000000

RETAIL SALES \$920,381,000

300000

NET EFFECTIVE BUYING INCOME \$1,352,461,000

POPULATION

SOURCE: SRDS Consumer Markets (1955) IEW.

KFDM-TV

WITH

MARKETS ON THE GOLDEN GULF COAST

BEAUMONT . ORANGE . PORT ARTHUR

Contact creates sales ... KFDM contact, that is! And, now, with TV as a new facility for still more contact, buyer reaction is being created in two ways instead of one. The thriving Beaumont, Port Arthur and Orange Gulf Coast area is mighty important . . . if you want to push up your sales to folks who are buying minded with a lot of ready cash!

KFDM

TV 5000 Watts • 560 Kilocycles

STUDIOS IN BEAUMONT, TEXAS
RVING 15 COUNTIES IN TEXAS—12 PARISHES IN LOUISIANA

C B S - T V Represented By FREE & PETERS, INC.

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-	0		TION TIMATI	ES	607A	TIVE B			lipos.		O		L SALES	-1954		7-11	SALES ADVER INC CONTR	T18-
CITIES	politan Area	Total	92	Fami-	Urban- ized	Not	4	Per	Per	Dellara	og,	Cours-	(lı		ONE GNO		n'an	Buying	Oual
		(thou- sande)	% U.S.A.	lies (thou- sands)	Population (thou- sands)	Dellars (add 000)	of U.S.A.	Capita	Family	(add 000)	usa.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- mative	Drug	Power Index	ity in- dex
Huya		18.9	.0118	4.6	10.7	18,796	.0076	990	4,067	13,197	.0077	2,869	3,991	615	562	3,129	497	.0084	72
Homphill		4.3	.0027	1.3	2.9	6,152	0025	1 431	4,732	4,738	.0028	3,845	1.078	. 93	78	1,484	63	.0026	90
Handerson		20.7	100000	6.0		18,500	.0074		3.095	5,962	20.000	2,000	3,466	1,729	796	4,958	396	.0001	
Athens		5.4	1000	1.8		6,253		000	3.474	11,650	.0069		2.222	1.117	649	3.973	268	.0040	
Hidalgu		194.5	1		113.1	150,543	.0635		3.563	128,313	.0755		31,274	10,865	7,970	26,713		.0783	
△McAllen		25.6	11 100000	6.8		27,398			4,029	36,143	.0213		6.012	4,421	2,862	9,794	1.197	.0150	
Edinburg		14.2	10000	8.4		13,033	.0052		3,833	19,442	.0114	1	4,060	2,016	1.064	5,456	554	.0078	
Wenhor		14.4		4.0		12,807	.0051		3,202	15,437	.0001		2.747	1,413		4,270	526	.0071	8
Mercedes		13.0	.0080	3.8		10,861	.0043	835	3.103	9,955	.0058		2,673	586	549	2,495	375	.0058	6
Mission		14.3	.0088	3.4		11,010	.0044	770	3,238	13,589	.0080		3,708	509	867	.1,110	456	.0064	1 7
See Browns ville-Harlingen				BTA	Min	00	DH	10			1233	000				- 60		19	
MoAllen	1	1	Di		teir	IT GAL	ME		150		933	1327		0.5	198	300	Day.	133	
HIII		29.0	.0171	8.1	8.7	32,700	.0130	1,130	3,682	23,415	.0137	2,631	5,875	2,386	1,753	8,232	681	.0141	7
Hillsboro		8.7	.0054	3.0)	11,068		1,272	3,689	13,825	.0081		2,331	1,790	966	3,913	375	.0057	7 10
Hockley		28.0	.0180	7.1	11.8	45,964	.0183	1,768	6,568	28,775	0109	4,111	7,745	1,572	1,508	5,670	964	.0174	1 10
Levelland		11.8	.0073	3.4	1	23,221	.0092	1,968	6,830	21,135	.0124		4,785	1,299	1,341	5,040	790	.0098	8 13
Hood		4.0	.0021	1.0		5,422	.0022	1,130	3,873	4,260	.0026	3,047	915	126	34	1,046	124	.0025	1
Hopkins		21.1	.0130	6.4	10.0	21,100	.0084	1,000	3,290	14,050	.0082	2,196	3,051	1,510	807	3,206	523		
Sulphur Spring		10.0	0,000	3.	1	11,961	.0048	1,19	3,858	12,643	.0074	L.	2,037	1,363		3,206	465	.0050	
Houston	,	20.1	.012	5.4	5.4	18,484	.0066	80	12,842	13,307	.0078	2,294	3,342				349	-	
Howard		30.0	.018	8.	22.1	60,413	.0200	1,68	6,074	36,642	.0210	4,415	7,677	3,258	1,130		1,054		
Big Spring		21.4	.013	6.1	3	38,126	.0152	1,773	5,866	32,855	.0193	3	6,289	2,667	980	9,581	911	.0160	0 12

A and A See end of state for SM Metropolitan County Areas.

O SM. 1955.

Before using these figures, see explanation page 11.

			POPULA ES 1/1	TION TIMATE	8	Malla I	TIVE BE		724		116	J		SALES MATES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metru- politan									CHARLES L				FIVE ST	ORE GRO	UPS			
CITIES	Area	Total (thou-	% ef	Fami-	Urban- ized Popu-	Net Dollars	% of	Per Cap-	Per Fam-	Dullars (add	% of	Coun- ty Sales	(in		of dollars-	T		Buying Power Index	Qua ity in-
		sands)	U.S.A.	(tionu- sands)	(thou- sands)	(add 000)	U.S.A.	ita	ily	000)	U.S.A.	Per Fam- ily	Food	General Mdae.	Furn House- Radio	Auto- motive	Drug	IIIII	de
Hudepeth		5.5	.0033	1.2		4,608	.0019		3,840	2,458	.0014	2,048	631	818	67		101	.0020	
Hunt		38.5	.0237	11.7		42,038		1,092		35,435	.0209	3,028	9,149	3,747	2,181	8,645	1,065	.0194	
Greenville		17.8	.0106	5.8		20,808	1	1,203		24,954	.0147		5,008	3,082	1,331	6,721	713	.0275	
Autchinaan Borger	-	39.9	.0246	7.0		77,838 46,708		1,951		40,411 87,104	.0237	3,545	11,196 9,547	2,778	3,423	10,493	1,627	.0187	
		1000			100	100								-			63	.0008	
rien		1.6		.6		1,678		1,049		1,057	.0007	2,114	296	36	28		236	.0037	
lack		6.0	.0042	2.2		9,008		1,314		6,032	.0035		1,462	170	26 182	1,616	356	.0085	
lackson		13.5	.0083	3.7	4.1	15,992	.0063	1,185	4,322	9,937	.0050	2,006	2,778	810	182	2,102	300	.0000	
asper		21.1		1	100	18,350		870		18,874	.0111		4,630 315	2,508 129	908	6,839 105	575 86	.0007	
leff Davis		2.3		.8		2,906		1,264		900	.0006		59,409	28,806	17,771	56,975	8,356	.1485	1
lefferson		218.8	1	-	201.6	379,980		1,736	5,755	260,232 152,482	.0897	4,000	32,882	18,900	10,623	35,614	4,747	.0767	
▲Beaumont		105.7	100000			184,735 111,668			5,877	86,231	.0507		19,760	9,004	6,422	19,543	2,882	.0452	
							0010	-	3.627	3,525	.0021	2.712	904	281	81	784	144	.0023	
im Hogg		5.2				4,718 37,881			4.857	29.540			6,972	2.337	754	6,715	1.020	.0167	
lim Wells		32.2		9 000		24,405			4.785	23,528		3,101	5,408	1,877	688	5,806	751	.0115	
Alice		31.7				38,758			3,915	26,418		2.888	7.026	2,180	1,649	4,844	789	.0162	
Cleburne		14.7	9.335		2000	20,642			4,129	19,478			4,431	1,590	1,558	4,199	574	.0094	
Jones		21.7	.0131	8.6	12.0	29,500	.0114	1.314	4,319	23,959	.0141	3,630	5,830	2,805	1,067	5,725	635	.0126	1
Karnes		16.1	10000			18,815			4,129	15,294			3,483	1,640		2,747	360	.0081	1
Kaufman		28.4	4000			25,27			3,325	22,968			5,001	2,578	1,235	5,067	591	.0128	8
Terrell		11.5				11,15	-		3,486	13,272			2,461	1,320	850	3,409	296	.0058	8
Kendall		5.0	.003	1.3	7	6,82	5 .0027	1,21	4,015	5,879	.0034	3,341	1,410	85	136	1,246	211	.0030	0
Kenedy		1 .				33	2 .000	55	3,320	90		900	90	200				.0002	7
Kent		1.3	.001	0 .1	5	2,85	.0011	1,68	1 5,716	1,048	.0006	2,096	363	21	36	127	51	,0000	0
Kerr		14.3	.000	1 4.	3 9.3	19,58	2 .007	1,33	4,547	18,488	.010	4,293	3,832	1,510	602	5,742			
Kerryille		9.3		7 3.	0	13,73	8 .005	5 1,47	7 4,579	16,061	.0094	1	3,215			167	434		
Kimble		4.3	.002	7 1.	2	4,80	2 .001	1,06	7 4,002	3,848	.002	3,297	1,053	93	79	656	125		
King		1	.000	6 .	2	1,22	4 .000	5 1,30	0 6,120	240	.000	1,200	81		0 20			.0004	4
Kleney		2.	.001	5 .	5	2,34	1 .000	97	5 4,682	1,376	.000	2,752	279	85	-				
Kleberg		28.	.017	8 7.	2 22.5	39,53	8 .015	8 1,37	8 5,491	22,923	.013	3,184	7,012						
Kingsville.		22.			3.8	32,08			6 5,628	21,210			6,656	1,142 720					
Knax		10.	008	2 2.	7	13,47	7 .000	81,34	8 4,991	8,273	.004	3,064	2,248	120	300	1,037	-		1
Lamar		40.	-	200					9 3,124				8,417						
Paris		23.		-		26,24			1 3,453	29,629			5,960 6,374				- 6.000		-1
Lamb		21.			1	30,98			4 5,163				3,532		1	1	1		
Littlefield		8.		-		11,12			6 4,449						1				
Lampasss		1		100		37.20		1			1			1735	10.0			111111	
La Salle		7.	-0.00		200				8 3,184							25000	1 27		
Lavaca		20.							5 3,213										
Lee	**	9.	5 .005	8 2.	6 2.4	7,29	.002	9 76	7 2,803	7,86	.004	8 3,025	1,76	731	160	1,641	161	.804	9
Leon		10.		-		8,14			6 2,710										
Liberty		26.	-		9 10.0				8 3,996								1000		
Limestons		22.	0 .013	15 8.	3 5.9	18,46	.007	31 84	0 2,932	14,52	.008	5 2,300	4,221			3,101 figures, s	-	-	Wi.

A and A See end of state for SM Metropolitan County Areas.

@ SM. 1955

Before using these figures, see explanation page 11.

TEXAS 5th MARKET

TV Homes 48,275

Retail Sales \$278,407,000.00

E. B. I. \$358,307,000.00

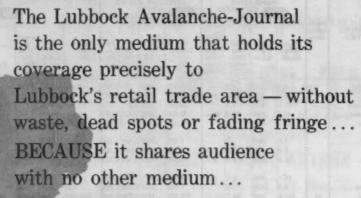
Population 395,700



WESLACO
TELEVISION-CHANNEL 5-NBC
RADIO-1290 KC-5000 WATT3-NBC-TQN

Rep: PAUL H. RAYMER Co.





growing NOTHING covers the LUBBOCK TEXAS MARKET

like the LUBBOCK AVALANCHE-JOURNAL

MORNING . EVENING . SUNDAY

CIRCULATION OVER 54,000 . Wayne Henly, Advertising Director Fred H. Williams, National Advertising Manager

Represented Nationally by TEXAS DAILY PRESS LEAGUE, Inc. . Representing Daily Newspapers Only

	Metro	0	POPULA ES 1/1	TION TIMATI	ES	Malla.	TIVE B		1000	les est	1	0	777	L SALES	1884			BALES ADVER ING CONTR	TIS-
CITIES	politan Area	Total	%	Fami-	Urban-	Not	%	Per	Per	Dollars % County (in thousands of dollars—add 090)						Will	Buying	Ous	
		(thou- sands)	U.S.A.	lies (thou- sands)	Popu- lation (thou- sands)	Deliars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- metive	Drug	Power	in- dex
Lipecomb	10.3	3.0	.0024	1.1		8,088	.0024	1,801	5,532	5,918	.0035	5,380	1,217	200	278	1,421	200	.0028	117
Live Oak	100	8.5	.0062	2.1	****	8,380	.9034	987	3,985	6,253	.0037	2,878	1,474	104	116	1,626	174	.0038	73
Llane		8.3	.0033	1.8	2.9	6,804	.0027	1,284	3,700	5,062	.0094	3,257	1,378	159	253	1,349	199	.0030	91
Loving		.2	.0001	.1		353	.0001	1,785	3,530	134	.0001	1,340	80	-				.0001	100
Lubbeck	86	140.8	.0006	39.5	111.8	250,358	.0007	1,778	6,338	175,079	.1030	4,432	26,903	22,489	9,357	50,002	6,813	,0981	113
▲Lubback		110.0	.0677	32.7	-	206,808	.0824	1,880	6,324	156,837	.0922		20,776	21,831	8,886	49,239	6,203	.0824	122
Lynn		10.8	.0006	2.0	2.9	17,654			6,088	9,011	.0053	3,107	2,078	344	258	2,639	322	.0064	87
McCulloch		11.2	.0000	3.2	5.7	13,379	.0063	1.195	4.181	11,781	.0009	3,673	2,652	740	823	4,116	322	,0081	88
McLennun	188	140.0	.0061	41.0	104.4	190,281	.0757	1,359	4,641	186,407	.0979	4,009	38,960	20,000	9,409	39,980	4,583	.0845	98
▲Waco	1	101.5	.0624	30.4	3.0	147,760	.0588	1,456	4,861	141,942	.0835		27,442	19,125	8,357	36,617	3,796	.0669	107
McMullen	1	1.6	.0010		****	1,747			3,404	333	.0002	886	123	286	WEST A		82	,0006	80
Madison	2	6.8	.0041	2.0		5,484	.0022	808	2,742	6,438	.0038	3,218	1,460	434	127	2,831	182	.0030	73
Marion		9.8	.0060	2.5	3.0	7,398	.0030	770	2,958	5,002	.0020	2,037	1,808	193	155	548	106	.0036	80
Martin	100	5.8	.0038	1.4		9.321	.0037	1,807	8,058	2,825		2,018	780	122	84	1,051	64	.0031	89

A and A See end of state for SM Metropolitan County Area

C SM, 1955

Before using these figures, see explanation page 13

THE LUBBOCK TEXAS MARKET VIA KDUB-TV NOW 316,000 WATTS MAXIMUM POWER! DALLAS Sth largest TV Market in Texas FT. WORTH 300 ithin 290 mi. tadius! O. SAN ANTONIO

CBS TELEVISION & DUMONT

NAT'L. REPRESENTATIVE: AVERY KNODEL

W. D. "Dub" ROGERS, PRES. & GEN. MGR. - GEORGE COLLIE, NAT'L SALES MGR.

*602,900,000 POTENTIAL CUSTOMERS \$1,021,361,000 ANN. BUYING INCOME \$685,156,000 ANNUAL RETAIL SALES

and cotton-rich counties, is COMPLETELY cover by KDUB-TV. Channel 13's tremendous power crease combined with Lubbock's rapid grow gives you these increases over last years cave age data:

*Population up — 156,200
Retail Sales up — \$137,492,000
Buying Income up — \$265,622,000
"MORE VIEWERS PER DOLLAR THAN ANY OTHER TEXAS TELEVISION"

WEST TEXAS' FIRST TV

ESTABLISHED IN 1952



WEST TEXAS FIRST & ONLY 24 HR. RADIO

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS — (Continued)

21	Matre	O		TION TIMATE	S	Malla I	TIVE B					O O		SALES	1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	er.	Fami-	Urban-	Net	%	Per	Per	Dellars	% of	Coun-	(in		ORE GRO		105	Buying	Oual
	110	(thou- sands)	U.S.A.	thou- eande)	Population (thou- sands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 600)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radie	Auto- motive	Drug	Power	ity In- dex
Mason		4.7	.0029	1.6	1	5,600	.0022	1,191	3,500	3,815	.0023	2,384	872	220	189	1,133	180	.0023	79
Matagorda		22.8	.0140	6.5	13.1	30,536		1,330		25,601	.0150	3,939	6,260	1,000	1,239	7,002	844	.0134	96
Bay City		11.2		8.7		18,029			4,873	18,622	.0110		4,027	757	1,101	5,748	658	.0083	
Mavoriek		14.0	.0008	3.0	8.4	11,711	.0046	837	3,904	13,736	.0081	4,579	3,958	.1,188	282	2,313	539	.0065	76
Medina		18.3	.0113	4.7	4.8	16,142	.0065	882	3,434	11,507	.0088	2,448	2,305	2,361	250	1,506	313	.0075	66
Monard		4.0	.0025	1.1	2.6	4,976	.0019	1,244	4,524	4,696	.0027	4,260	829	198	88	944	63	.0023	92
Midland		40.2	.0247	-12.2	37.2	94,616	.0377	2,354	7,788	42,395	.0250	3,475	8,789	1,202	2,500	10,846	1,978	.0313	127
Midland		37.2	.0229	11.4	Time	91,865	.0386	2,469	8,058	41,768	.0246		8,602	1,202	2,560	10,846	1,978	.0303	132
Milan	1	20.8	.0126	6.1	4.5	16,781	.0067	807	2,751	18,655	.0109	3,068	5,119	1,313	963	8,060	640	.0002	72
Milis		5.4	.0033	1.8		5,900	.0024	1,104	3,725	4,057	.0024	2,538	804	282	108	847	92	.0028	79
Mitchell		14.8	.0092	4.2	7.2	22,186	.0088	1,488	5,276	12,370	.0073	2,945	3,262	643	721	2,750	313	,0004	91
Montague		18.8	.0097	4.9	7.1	18,501	.0074	1,171	3,776	15,432	.0091	3,149	3,414	782	827	4,858	475	.0084	87
Montgomery		25.0	.0154	7.3	8.7	24,926	.0099	997	3,415	19,002	.0111	2,803	4,882	3,857	751	4,200	508	.0113	73
Conros	. Com	8.7	.0054	3.1		11,102	.0044	1,270	3,581	13,433	.0079	10.00	8,286	2,040	643	3,966	359	.0057	100
Moore		22.1	.0136	8.0	10.3	37,806	.0151	1,716	6,316	18,196	.0107	3,683	5,734	538	811	3,109	543	.0138	96
Morris		9.3	.0057	2.6		7,587	.0030	810	2,918	8,242	.0031	2,018	1,893	335	249	774	239	.0036	63
Motley		3.7	.0023	1.1		5,447	.0022	1,472	4,952	4,217	.0025	3,834	1,135	199	564	227	146	.0021	100
Nacogdoches		28.5	.0175	7.1	13.9	26,987	.0107	947	3,460	21,348	.0126	2,737	6,376	1,813	1,064	8,301	827	.0126	72
Nacogdoches		13.9	.0086	4.1		15,883	.0063	1,143	3,874	16,334	.0096		3,758	1,219	782	4,765	744	.0078	91



medium covers the WACO market!

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107,600 ABC City Zone 1954

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CIRCULATION 89,297 ABC 9-30-54

Still Going Up!

11-COUNTY AREA \$519,682,000 \$364,973,000 380,200

It happens every year on May 10. SM breaks the news of more gains for Corpus Christi and its 11-county trade area. It's monotonous, but we like it. And so do the advertisers whose sales keep going up too, because they reach our people through the one medium that gives saturation coverage — the Caller-Times. Write for market data folder with complete facts and figures.

The Corpus Christi Caller-Times

CORPUS CHRISTI, TEXAS

Represented nationally by Texas Harte-Hanks Newspapers Headquarters: National City Building, Dallas Chicago Atlanta New York

100		_	POPULA ES 1/1	TIMATE	S	6077	TIVE BI				No. 198	0	773	SALES	1964		10.00	SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total		Fami-	Urben-	Not	9%	Per	Per	Deliars % County (In the sands of deliars—add 000) (add of Sales 000) U.S.A. Per General Furn. Auto-							Buying	Oual-	
	7.5	(thou- nands)	U.S.A.	lies (thou-	Pepu- lation (thou- ounds)	Dellars (add 000)	of U.S.A.	Gap- lta	Fam- ily	-(add	U.S.A.	Sales	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Navarre		26.3	.0223	11.0	21.2	39,115	.0186	1,078	3,556	31,602	.0185	2,873	9,210	3,612	1,430	7,861	897	.0178	80
Cornicana		21.2	.0130	6.9		25,928	.0103	1,223	3,758	25,616	.0151		6,242	8,242	1,201	6,926	712	.0123	95
Newton		10.1	1,0002	2.5		7,028	.0028		2,809	3,778	.0023		1,646	460	154	795	108	.0033	53
Notan		20.8	10128	6.2	15.0	33,166	800.000	1,595		24,975	.0147	4,028	5,338	3,434	1,033	8,048	1,184	.0138	2.000
Sweetwater	10.0	15.0	.0092	4.8		25,560	.0102	1,704	5,680	22,091	.0130		4,546	2,940	912	5,820	1,055	.0106	117
ACornus	34	211.6	.1301	88.4	183.4	328,730	.1309	1,554	5,829	232,223	.1306	4,117	52,048	23,492	14,748	58,234	7,811	.1225	102
Christi	1	158.5	.0961	45.2	1000	288,097	.1020	1.636	5.666	203,619	.1198		42,504	22,712	14,442	53,917	6,792	.1062	110
Ochiltree		7.0	.0043	2.0		19,753	.0079	2.822	9.877	13,009	.0076	6,505	3,107	342	263	3,099	880	.0071	165
Oldham		1.7	.0011	.4		3,063	.0012	1,802	7,658	1,548	.0000	3,870	149	87		86	32	.0011	100
Orange		53.4	.0328	14.8	31.8	75,081	.0298	1,408	5,672	42,530	.0250	2,874	14,801	2,441	3,492	8,004	1,240	.0290	80
Orange		28.0	.0172	8.0		44,078	.0176	1,574	5,510	34,800	.0005		10,470	1,831	3,151	7,390	1,143	.0184	107
Pale Pinto		17.9	.0110	8.0	10.3	29,965	.0083	1,172	3,557	16,311	.0096	2,785	3,993	1,155	334	4,775	534	.0092	84
Mineral Wells.		10.3	.0063	3.8		13,468	.0054	1,310	3,852	12,325	.0072		2,928	802	268	4,330	360	.0061	97
Panela		18.0	.0111	4.8	4.5	18,094	.0072	1,006	3,933	12,731	.0075	2.788	2,716	1,870	334	2,231	375	.0081	73

INDUSTRIAL SALES DATA FOR ALL COUNTIES

Industrial data for all counties—not just the leading 100—are available on IBM cards. Address Market Statistics, Inc., 432 Fourth Avenue, New York 16, N.Y. Phone MUrray Hill 4-3559.



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... and KRIS is the courtin'est station you ever saw! The way we see it our number one job is to serve our community. We got our bid in 14 years before anyone else and we've been first in her heart ever since. All the rating services list us "Number One!" We don't mislead or talk down to our audience. People know they can depend on what we say . . . and do. Our advertisers can too—we have one rate and it's in SRDS. When we speak in your behalf . . . Corpus Christi responds!

SHE'S A MIGHTY SWEET MARKET!

Corpus Christi, Texas . . . the nation's 83rd city . . . called by FORTUNE Magazine, "the fastest-growing U.S. city . . . has a habit of doubling itself every decade" According to SALES MANAGEMENT Magazine:

We've had a whopping big 44%+ increase in population' since the 1950 Census! We're 10½% above the national average in effective buying income! We're 15.3% above the national average in retail sales! It's a permanent affair between the Corpus Christi area and KRIS. If you want to reach the HEART of this wealthy, growing market . . . the only SURE way is with Radio Station KRIS. We'll be glad to speak for you.

*Corpus Christi Population: 156.500

KRIS: the NBC & TQN Station for Corpus Christi



FREE & PETERS, INC.
Exclusive National
Representatives



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS - (Continued)

10 10 10 10 10 10 10 10 10 10 10 10 10 1			POPULA ES 1/1		ES	AUTA.	TIVE BE				25 110	O O	772	L SALES	-1954	1.0		SALES ADVER ING CONTR	T18-
COUNTIES	Metro- politan Area	Total	%	Fami-	Urban-	Net	%	Per	Per	Dellars	%	Coun-	(h		ORE GRO		7	Buying	Oani
		(thou- sands)	U.S.A.	lies (thou- eands)	Popu- iation (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Family	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Parker		21.9	.0135	6.9	9.3	27,268 13,457			3,952	18,489 14,700	.0100	2,680	3,812	1,831	707 707	4,978	348	.0114	
Parmer		6.1	.0037	1.8		11,138		P. 7	6,187	5,484	0.4040	3.047	1,254	182	465	874	141	.0039	
Pecos		10.8	.0087	2.7	4.8	15,685	.0063	1,452	5,809	10,914	.0084	4,042	2,481	503	381	2,113	239	.0064	. 96
Pelk		14.9	.0001	4.1	2.7	14,296	.0057	959	3,487	10,623	.0063	2,891	3,271	1,520	312	1,903	338	.0008	73

O SM, 1955.

Before using these figures, see explanation page 11.

Not a REview . . . but a PREview

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGE-MENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between Surveys, "High-Spot Cities" alerts you to changes in the making . . . each month.



With innate immodesty, we call your attention to a Fact:

Amarillo is again No. 1 for the nation in retail sales per household. If this suggests that we're worth an investment, it's no coincidence.



To pursue it further, see the Katz Agency, our national representatives.

NBC and **DuMONT** Affiliate

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	- Bac	-		w		100		200

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro	0	POPULI ES 1/	ATION TIMATE	ES	CUTA!	TIVE B			126/21		0	777	SALES	-1964			SALES ADVER ING CONTR	TIS-
CITIES	politan Area	Total	%	Fami-	Urtan-	Nat	0%	Per	Per	Dellara	0/2	Coun-	()e		ORE GRO			Buying	Oual-
13		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou- sunds)	Dullars (add 806)	usa.	Gap- ita	Fam- ily	(add 000)	% of U.S.A.	Salos Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Potter	8	94.6 104.5 6.8				179,753 203,414 5,920	.0610	1,947	8,G82 6,240 3,700	152,160 149,348 6,192	.0005 .0678 .0038	-	25,805 25,743 1,402	10,078 10,078 288	9,825 9,825 196	38,431 38,431 1,847	5,303 5,262 221	.0742 .0797 .0031	127 134 78
Rains		3.3 20.1				2,782 42,847			3,002	1,484 12,042	1	1,616 2,041	370 2,194	114 334	89 217	206 2,733	57 391	.0012	
Reagan		3.0	.0021			7,147	.0025	1,90	7,941	5,606	.0033	6,232	1,424	86	84	1,428	263	.0029	132
Real		2.7 10.0 18.2 11.5	.0121	8.7	4.0	2,333 14,481 23,448 16,738	.0058	73 1,54	3,333 2,542 2,542 5,861 5,072	1,300 11,260 17,623 16,150	.0088	1,975	472 3,497 4,808 4,426	1,387	411 491 304	140 2,165 4,807 4,007	95 425 414 202	.0010 .0073 .0096 .0076	103
Refugio		10,0 1.0 18.0	.000	.1		15,001 1,741 15,494	.0007	1,74	5,598 3 5,810 1 3,028	8,475 781 13,584	.0004	2,003	2,539 129 4,186		212 18 579	1,531 66 3,294	401 52 480	.0058 .0008 .0077	100
Runnels		5.6 16.2 38.6 7.0	.0100	4.7	7.9	4,971 21,328 42,600 10,028	.0008	1,31	8 3,314 8 4,537 8 3,873 2 4,359	4,070 14,715 20,100 16,494	.0087	3,131	1,388 3,701 7,030 2,480	908 2,543	706 1,829	4,400 8,705	420 863	.0024 .0008 .0184 .0058	89
Sabine San Augustine San Jacinte		7.8 7.8 6.3	.0047	2.0	2.2	8,247 5,016 4,788	.0020	68	3,124 0 2,506 0 2,790	3,134 4,797 1,816	.0021	1,567 2,399 1,069	1,071 1,579 747	586	350		220	.0028 .0028 .0020	80
San Patricie		39.3 8.1 2.7	.005	2.4	8 3.2	38,002 8,330 3,857	.0033	1,02	0 3,968 8 3,471 9 5,510	27,061 7,900 2,080	.0046	-	7,401 1,870 032	330	45		204		80
Scurry		30.1 15:1 4.4 21.3	.000	7 5. 7 1.	2	\$4,623 31,086 6,031 16,783	.012	1,96	5 6,426 8 6,096 2 5,026 2 2,751	31,73; 28,92; 4,49; 13,03	.0170	7 3,746	8,902 946	1,993	1,215	6,012 1,214	614 180	.0132	136
Sherman	227	2.1 76.3 49.3	.001 4 .047 4 .030	5 22: 6 22: 4 15.	49.4	6,890 98,30 76,15 2,86	0021 0030 0030	2,78 5 1,30 3 1,54	8 9,856 6 4,493 2 4,913 6 3,586	4,90° 80,47°	.002 8 .047 8 .041	7,001 4 3,042	716 16,023 12,033	8,410 7,478	343 8,100 5,048	1,434 23,343 22,380	2,834 2,471	.0026	173 92 111
Starr		16.7 6.6 7.6	.000. 000. 000.	3 3. 1 3. 3 2.	1 4.4	9,877 14,990 11,814	7 .003 8 .000 4 .004	0 1,51 7 1,68	3,121 8 4,837 8 4,720 2 3,970	6,38 13,02 11,99	0 .003 8 .007 5 .007	7 2,082 7 4,292	2,700 3,180 2,690	756 8 861 0 851	8 821 8 621	3,63 3,63	30	.0050	0 84 6 107 3 123

² Kilgore is in Gregg and Rusk Counties. 3 Amerillo is in Potter and Randall Counties

AGAIN..."Consumer Markets" recognizes

AMARILLO



Metropolitan Area in the NATION IN RETAIL SALES—

\$5,174

PER HOUSEHOLD

AMARILLO NEWS AND GLOBE-TIMES

CIRCULATION 73.821

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A city is known by the companies it attracts and keeps... and dozens of outstanding industries in the nation have chosen Fort Worth for new plant locations within the past three years... many more are on the way now. Why? For good, sound business advantages, of course. This fast-growing, diversified center of industry offers unusual opportunities and plenty of "wide open spaces" for nearly all types of manufacturers and distributors.

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MERCE

BEST LOCATION IN THE SOUTHWIST OF A PROPERTY OF A

TEXAS - (Continued)

The "SM" symbols mark original, exclu-

In	Metro-		POPULA ES 1/1	ATION TIMATE	ES	# Q/// A	TIVE B			en tu	A	•	777	L SALES	-1954			SALES ADVER INC CONTR	G G
COUNTIES	Politan Area	Total	%	Fami-	Urban- ized	Net	%	Per	Per	Dollare	%	Cours-	(le	FIVE ST	FORE GR			Buying	Ouni
		(thou- eands)	% of U.S.A.	(thou- sands)	Popu- lation (thou- sands)	Dellars (add 000)	of U.S.A.	Gap- ita	Fam- lly	(add 000)	U.S.A.	Sales Per Fam- lly	Food	General Mdas.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Secoewall		3.6 3.9 8.9	.0024	.0 1.0 2.8	2.8	5,890 5,483 17,355	.0022	1,406	6,544 5,483 6,942	1,952 4,418 10,618	.0026	2,169 4,415 4,247	988 1,099 2,056	154 58 228	61 60 322	217 953 2,176	66 176 461	.0024	86 100 119
Tarrant ‡≜Fort Worth. White Settle-		408.8 339.5			442.2	819,294 801,578	-		5,528 5,601	810,477 561,890		4,119	114,464 96,385	141,588 140,024	25,681 24,801	112,508 106,185		.3307 .2607	110 125
ment		13.7	.0084	3.6		17,349	.0069	1,266	4,819	5,654	.0033		2,459					.0061	73

; Genl. Mdss. sales include mail order catalog sales. See page 20.

Before using these figures, see explanation page 11.

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HOME DELIVERY



RURAL DELIVERY



STREET SALES



MAIL SUBSCRIBERS

.. it all adds up to

the Congress time Circulation Circulation Texton

246,354 225,325

Morning & Evening

Sunday

ABC Publishers Statement, September 30, 1954

FORT WORTH STAR-TELEGRAM

AMON G. CARTER: JR. President and National Advertising Director

LARGEST CIRCULATION IN TEXAS

WITHOUT the use of contests, schemes or premiums...
"just a good newspaper"

Big New Reasons WHY YOU SHOULD INCLUDE ABILENE, TEXAS



Abilene Skyline-Pop. 58,398*

Permanent \$70 Million Air Base under Construction!
The new Strategic Air Commond Bumber Base under construction—Over \$30
Million in Centracts aircady let and a -building!

Center Oil Activity in Central West Texas!
Oil fields in every direction—Current telephone directory lists 501 Oil Business Service companies—Ed increase since last year.

\$55 Million in Building Permits Last 5 Years! Permits in '54 totalled \$14,734,424—highest ever! Since Jan. 1, 1950 home, office, indestrial permits have totalled \$54,892,032.

Above-Average Family Income of \$5,911° Reach this oil-rich, above-average per-family-income market through The Abilene Reporter-News. (*Figures from Sales Management)

First in Nation in Por-Family Automotive Sales! 1935 Sales Management shows Abilene with highest per-family purchases in the United States! ABILENE REPORTER-NEWS PRIMARY MARKET

TOTAL Soles \$208,996,000.00

The Abilene Reporter-Dews

Represented By: TEXAS HARTE-HANKS NEWSPAPERS

TEXAS — (Continued)

The "SM" symbols mark original, exclu-

	Matro-	0	POPULA ES 1/1	TION TIMATI	ES	ACT N	TIVE B					•	773	SALES	1954			SALES ADVER INC CONTR	T18-
COUNTIES	politan Area	Total	94	Fami-	Urban- ized	Net	0%	Per	Per	Dollara		Coun-	(lin		ORE GRO			Buying	Ouni
Taylor 1		(thou- sands)	U.S.A.	ties (thou- eards)	Population (thou- sands)	Dollars (add 990)	u.s.a.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- dex
	167	71.8		20.9		116,190			5,560	96,390	.0867	4,812	17,288	12,267	4,523	31,047		.0480	
orroll		3.6		16.1		95,165 3,948			5,911	88,614 2,727		3,030	14,648	11,520	4,299	29,166 195	2,689	.0413	
orry	10	15.3		4.1		22,200			8,415	18,848		4,597	3.824	1,000	731	7.276	620	.0006	
Brownfield		8.3	.0051	2.5		13,916			5,566	17,645			3,357	1,017	731	7,276	496	.0069	
hreckmerten		3.6		.9		4,638	.0018	1,325	5,153	2,783	.0017	3,092	788	80	420	488	124	.0019	Di
Itua		17.0		4.8		17,068	.0068	1,004	3,483	13,811	.0081	2,819	4,131	1,288	1,006	3,995	343	.0079	
Mount Pleasant		7.2	.0044	2.4		8,960	.0036	1,244	3,733	11,987	.0070		3,278	1,065	884	8,746	235	.0048	100
rom Green	127	80.8	.0430	28.2	62.5	111,784	.0445	1,801	5,533	77,057	.0453	3,815	15,471	9,459	4,510	18,503	2,326	.0444	103
▲San Angelo.		62.5				102,507	.0409	1,642	5,423	70,876	.0417		13,853	8,347	4,390	18,187	2,257	.0406	
ravis	11	181.6			170.8	200,247			5,598	193,792	1		40,801	18,885	10,279	41,066	7,818	,1102	
▲Austin		167.1		1		258,847	.1081		5,639	187,299			38,911	18,282	10,026	40,239	7,702	.1062	
Teledity	-	8.9	.0055	2.6		7,272	.0029	817	2.797	8,104	.0047	3,117	2,310	308	238	1,238	189	.0039	71

A and A See end of state for SM Metropolitan County Areas

© SM, 1955

Before using these figures, see explanation page 11.

LEA TO SELL THIS BIG MARI

\$241,855,000* Effective Buying Income In 1955 Source: 1955 Sales Management Survey of Buying Power

Cash in on the Oil and Ranching Wealth of "THE STATE OF SAN ANGELO"

STANDARD-TIMES CIRCULATION now more than 10 TIMES the coverage of the next newspaper reaching this market—42,306 daily.

San Angelo, 17th fastest-growing city in nation. Population over 62,000. 1954 building permits, \$6,266,519.

Over 300 oil fields, 2,100 leases, 6,000 producing wells.
10,000,000 barrels of oil production monthly, worth over \$300,-

000,000, annually.

Over \$400,000,000 in oil exploration and production planned

for next four years. One-fourth of nation's sheep raised here, 90% of nation's goats

and mohair.

Goodfellow Air Force Base payroll over \$10,000,000 annually.

Standard-Times circulation: 19-county primary market, 32,998.

11-county secondary market, 5,502. 74% family coverage in 19 counties.

Representative: TEXAS HARTE-HANKS NEWSPAPERS
New York DALLAS Chicago

The ONLY TV STATION Covering ALL of the WICHITA FALLS Trade Area!

NBC-ABC

Represented by PAUL H. RAYMER COMPANY

KFDX-TV not only covers the Wichita Falls, Texas, trading area as defined by the Audit Bureau of Circulation, but also 12 more Texas and Oklahoma counties.

KFDX-TV dominates in viewing audience as shown by Telepulse Reports in Wichita Falls and Vernon, Texas, and Lawton, Oklahoma's third market.

WICHITA FALLS City Population NOW 102,100*

Leading all Major Texas Cities in Per Family Income (\$7,088)*

*Source: SALES MANAGEMENT "Survey" Issue, May 10, 1955

	Metro		POPULA ES 1/1	TION TIMATE	8	Marra I	TIVE BI					0	777	SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	07,	Vanel.	Urban-	Net	0%	Per	Per	Deliars	45	Coun-	(in		ORE GRO			Buvina	Oual
	100	(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou- sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 990)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Tyler		11.4	.0070	3.0		10,364	.0041	909	3,455	8,495	.0050	2,832	1,783	2,417	79	2,097	. 220	.0060	71
Upshur		19.2		8.2		18,120	,0065	840	3,100	11,813	.0070	2,272	3,020	1,545	408	3,879	345	.0077	85
Upton		6.8	.0034	1.7	8.3	9,396	.0037	1,706	5,527	5,474	.0032	3,220	-1,351	261	438	973	278	.0035	163
Uvelde		18.0	.0110	4.7	9.8	20,201	.0080	1,122	4,298	18,101	.0106	3,851	4,045	1,060	448	5,832	600	.0004	85
Uvalde		9.6	.0059	2.2	100	11,338	.0045	1,181	5,154	14,712	.0087		3,125	660	298	5,466	482	.0060	102
Val Verde		17.8	.0110	4.3	15.5	16,703	.0007	938	3,884	15,789	.0093	3,687	3,446	2,890	626	4,007	474	.0083	78
Del Rie		14.6	.0000	3.6	100	12,575	.0080	861	3,493	15,175	.0089		3,174	2,090	626	4,007	474	.0070	78
Van Zandt		19.6	.0120	5.9		19,116	.0078	975	3,240	12,828	.0078	2,174	3,140	1,361	363	3,183	430	.0085	71
Victoria		38.0	.0222	9.8	21.8	52,000	.0207	1,446	5,258	37,949	.6223	3,833	8,671	3,007	2,591	9,134	639	.0218	87
Victoria		18.4	.0113	5.4		29,552	.0118	1,606	5,473	34,224	.0201	78	6,868	2,888	2,247	8,458	511	.0142	126
Walker		19.8	.0122	4.8	9.8	17,500	.0070	884	3,889	13,776	.0081	3,081	3,758	1,207	880	4,248	462	.0083	88
Waller	-	12.2	.0075	3.1	****	14,725	.0038	1,207	4,780	9,530	.0058	3,674	1,777	1,196	126	2,496	280	.8062	83
Ward		16.0	.0000	4.3	7.6	24,506	.0097	1,537	5,718	15,671	.0092	3,844	3,843	742	894	8,541	832	,0095	
Monahans		7.6	.0047	2.8		12,595			5,038	13,054		100	3,607	531	703	2,995	422	.0058	
Washington		18.9	.0110	8.8	7.0	18,907	.0064		2,882	15,427		2,865	3,616	2,178	971	2,270	401	,0063	
Brenham		7.0	.0043	2.4		8,466	.0084	1,200	3,528	11,493			2,761	1,206	809	1,645	312	.0046	107
Webb	. 77	63.1	.0390		50.9	50,004	.0190		3,528	52,883			12,273	6,843	2,456	8,000	1,783	.0270	- 60
▲Laredo	1	80.1	.0364	13.8		44,537	.0177	754	8,290	51,483	.0303		11,579	6,811	2,456	8,000	1,486	.0252	60
Wharton		37.6		10.1	0000	48,113			4,586	36,041			8,340	2,984	1,464	8,442	804	.0201	
El Campo		7.8		2.8		12,662			5,065	15,936			3,112	745	585	4,746	470	.0062	
Wheeler		9.6		2.6		11,741			4,510	11,783			2,705	426	348	2,605	423	.0056	95
Wichita	. 160	122.8	.0784	32.7	118.9	205,822	.0819	1,000	6,294	130,843	.0770	4,001	24,915	11,870	7,224	35,085	4,279	.0791	196

Careful reading of the explanatory introduction, starting on page 11, will help you make the best possible use of the data and features in this Survey.

© SM, 1955.

A and A See end of state for SM Metropolitan County Areas.

		0	POPULA ES 1/1	TION TIMATE	3		TIVE BI					6	2/1/2	SALES	1984			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	9%	Fami-	Urban-	Net		Per	Per	Dollars	%	Coun-	(in	FIVE ST thousands	ORE GRO			Buying	Oua
	2	(thou- sands)	W.S.A.	Hes (thou- eands)	Population (thou- sands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 000)	% of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radie	Auto- motive	Drug	Power index	ity In- dea
▲Wichita Falls		102.1	.0628	27.4		194,211	.0773	1,902	7,088	106,326	.0625		19,342	10,612	6,394	29,154	3,651	.0700	111
Wilharper		20.8		8.9	14.0	29,261 21,680	.0117	1,427		23,488 21,237	.0138	3,976	5,194 4,220	2,208	842 842	8,869 5,481	705 588	.0126	
Willacy Raymondville		26.8			11.7	23,586 10,128	.0040	800	3,744	21,563 17,975	.0126	3,421	6,700 5,119	1,330	629 571	2,796	480 340	.0117	71
Williameen		37.5 9.7	.0231		13.7	38,100	.0182	1,018	3,534	33,442 15,491	00000	3,096	8,106	2,580 1,194	1,442	7,295	887	.0182	71
Wilson		14.0		3.4		10.294	.0041		3.028	8,365		2,480	1,147	1,900	221	1,314	327	.0052	1
Winkler		13.0	.0000	3.8	9.1	24,324 15,803			6,401	12,707		3,344	3,722	273 492	189	2,099	536 264	.0067	101
Wood		19.0	.0117	5.0	5.2	18,930	.0675	996	3,380	17,244	.0101	3,079	3,601	1,385	970	4,123	801	.0001	7
YoakumYoung		4.2 18.8		1.1		6,333 23,943			5,757 4,886	2,721 19,081		2,474 3,884	879 3,747	77 691	67 700	99 8,840	94 837	.0023	1
Zapata	7.0	4.8	.0029	1.0		3,002	.0011	625	3,002	1,184	.0007	1,154	544	83	47		40	.0013	4
Zavala		12.6	.0078	2.7	8.2	8,837	.0036	701	3,273	7,418	.0044	2,746	1,406	286	118	1,853	235	.8047	
Total Above Cities		4,903.7	3.0162	1,474.2		8,230,688	3.2775	1,678	5,583	6,679,431	3.9284		1,371,788	906,536	390,669	1,567,727	218,401	3.4214	11
State Total		8,665.1	5.3302	2,446.5	5069.1	12,622,592	5.0263	1,487	5.150	9,000,588	5,2001	3,682	2.038.812	1,081,322	458,150	2,001,999	291,441	5,1686	9

A and A See end of state for SM Metropolitan County Arens.

€ SM 1055

Before using these figures, see explanation page 11.

Sales Management's

1955 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows
at a glance
comparative
Retail Sales Strength
of every county
... 27" x 41"

in 6 colors

- 1. All Metropolitan County Areas clearly defined.
- 2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
- 3. Differences in retail sales volume indicated by County shadings . . .

Red—for counties with \$100 million or more. Green—for counties with \$50 million to \$100 million. Yellow—for counties with \$25 million to \$50 million. Blue—for counties with \$10 million to \$25 million.

- 4. 1570 cities with retail sales of \$20 million or more.
- 5. City populations indicated—(as of January 1, 1955).
- Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
- Special markings indicate counties whose family sales exceed
 S. family average.

PRICE: \$3.50 a single copy; \$3.00 each for two or more copies

WICHITA FALLS, TEXAS

1955 CITY POPULATION* 102,100

EFFECTIVE BUYING INCOME PER FAMILY*

\$7,088

HIGHEST OF ANY 50,000-AND-OVER TEXAS CITY

*SALES MANAGEMENT Estimates



COMBINED DAILY CIRCULATION 61,000

NOW SERVING OVER 20 NORTH TEXAS AND SOUTHERN OKLAHOMA COUNTIES
Represented Nationally by THE KATZ AGENCY, INC.





WICHITA FALLS TEXAS

NOW 102,100*

Leading All Major Texas Cities in PER FAMILY INCOME: \$7,0

*/,088

*Source: SALES MANAGEMENT "Survey" Issue, May 10, 1955

Address Business Inquiries to:

WICHITA FALLS CHAMBER OF COMMERCE, P. O. Box 1860, Wichita Falls, Texas

MAY 10, 1955

697

POWER ENOUGH TO SERVE THE WHOLE MARKET

For The Third Time . . . AMARILLO TOPS THE NATION IN RETAIL SALES PER HOUSEHOLD!

hat a market! 1954, according to Standard Rate and

In 1954, according to Standard Rate and Data Service, Amarilloans apent \$5174.00 per household on retail calcs. This tops the national average by 48%.

Sales Management puts Amarillo way ahead in retail sales per family in the South and Southwest, and right near the toy nationally.

250,000 Watts 🖾 K



EFFECTIVE JUNE 1st, 1955

CHANNEL 10 Amarillo

TEXAS	_	SM	Met	ropo	litar	Cour	ity A	\rea	15							symbols ites by S/		ANAGEN	ENT
	Metro		POPULA ES 1/		ES	ACTA I	TIVE B	400				•	2772	L SALES	-1954			SALES ADVER INC	RTIS-
AREAS	politan Area	Total	0%	Fami-	Urban-	Not	0%	Per	Per	Dollars	%	Goun-	(li	FIVE S	ORE GR			Buying	Oua
		(thou- eards)	U.S.A.	(thou- sande)	Population (thou- sands)	Dellars (add 000)	0.8.A.	Cap- ita	Fam- ily	(add 000)	u.s.a.	Saice Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	in- dex
Amerille	8 11	114.7 181.6		23.70	112.3 170.6	C 200 C 200 C			6,253 5,508	164,202 193,792		4,812 4,029	27,900 40,001	10,412 18,866	10,042 10,279	41,164 41,066		.0073	124
Port Arthur	18	218.9	.1847	64.1	201.0	379,980	.1513	1,730	5,929	260,232	.1530	4,060	59,409	28,806	17,771	88,975	8,356	.1485	110
Corpus Christi	34	211.8		86.4 230.5	183.4	328,730 1,484,440	*****		5,829 6,440	232,223 1,033,463		4,117	82,048 200,278	23,492 218,832	14,748 43,118	88,234 198,639	A 675.55	,1325 ,5703	11000
El Pase	45	248.0	2.7000		187.2	369,908			6,155	241,551		4,019	52,915	36,745	14,918	82,028		.1467	1
Fort Worth	82 88	486.5 129.9	.2993	148.2	442.2	819,294 219,138			5,528 5,892	The second second		4,119	114,464 35,858	141,588	25,001 10,506	112,800 25,485		.3307	110

○ SM, 1955

Before using these figures, see explanation page 11

REACH MORE PEOPLE FOR LESS MONEY

in the

Two Billion Dollar DALLAS-FORT WORTH MARKET

on the

KLIF-KFJZ COMBINATION

National Rep. H-R Representatives
Regional Rep. Clarke Brown Co.

New Feature at End of Each State

Immediately following the metropolitan areas at the end of each state you will find a new table that breaks down the consumer spending units for counties and cities in the state... by these income brackets: \$0-\$2,499; \$2,500-\$3,999; \$4,000-\$6,999; over \$7,000.

CITY GRADE SERVICE

in BOTH

WORTH and DALLAS



480,000

YOURS ONLY ON WBAP-T

Hooper's January 1955 composite combined Fort Worth-Dallas Survey, shows share of audience, 6:00-10:30

WBAP-TV 42% 2nd Sta. 34% 3rd Sta. 24%

*Counties24
Population
Families
Total Retail Sales 2,260,240,000
Buying Income 3,084,413,000

Here it is - FULL COVERAGE, with WBAP-TV. The only television station with city grade service in both Fort Worth and Dallas.

WBAP-TV Channel 5 . . . for 6 years, FIRST in coverage, FIRST in programming, and FIRST in picture clarity. 11 of top 15 nighttime shows are on WBAP-TV. Greatest audience 5 nights out of 7!

Be sure you get full coverage and city-grade service . . . in BOTH Fort Worth and Dallas Offered only by WBAP-TV, full power with 100,000 watts.

ROY BACUS

AMON CARTER

HAROLD HOUGH

GEORGE CRANSTON

FREE & PETERS, Inc. - National Representatives



• KSEL REACHES OVER 900,-000 PEOPLE WHOSE BUYING INCOME IS OVER 11/2 BIL-LION DOLLARS. AND WHO SPEND OVER 114 BILLION DOLLARS ANNUALLY.

•KSEL IS THE MOST LISTENED-TO STATION ON THE SOUTH PLAINS.

. KSEL'S THE PICK IN THIS MARKET.

950 kc.



LUBBOCK, TEXAS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

I EAA3	- (Metroponic	an County Areas — (Continued
100		POPULATION ESTIMATES 1/1/55	EFFECTIVE BUYING INCOME ESTIMATES—1954	SAM ES
100	150			

50,084

250,358

111,764

788,517

39.5 111.8

.7561 1,877 6,276

.0997 1,778 6,330

.0445 1,001 5,533

.3060 1,399 5,311

791 3,52

584,353

.3260 3.831

.0198

AIL SALES CONTROLS STIMATES-1954 FIVE STORE GROUPS 1,199,351 .7054 3,963 209,794 135,642 251,372 37,211 .7142 115 12.273 6.843 .0270 9,357 113 175,079 4,432 26,903 22,459 6,613 .0453 3,815 15,471 77,057 9,459 4,510

29,588

San Antonia O SM, 1955.

Laredo......

San Angels....

Lubbock.

AREAS

1,012.0

140.8

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77

100,886 Before using these figures, see explanation page 11

17,821

.3184

Offering the biggest daytime coverage in Texas

Covering 105 counties in its .5 Millivolt area, KENS' area includes 109,737 sq. miles . 4,271,400 people!

owerful 50,000 watt day voice of KENS on 680 kc. is first or in a photo finish for

75,933

Ezoness- News Station

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

Houston...Today! **POPULATION - 1,585,600**

CITY and RETAIL TRADING ZONE Source: '55 SM Survey of Buying Power



The HOUSTON POST...Today

Unmatched year after year for editorial excellence, quality circulation, pulling power and intensive coverage of one of the nation's richest markets. Today, THE HOUSTON POST has the largest average circulation (including all weekdays) of any morning or evening newspaper in Texas... and it's still going up! Published from the most modern newspaper plant in the entire Southwest ... a brand new \$4 million building.

No wonder The POST pays off-and pays off BIG-for the advertiser!

It takes The Houston Post to Sell the Houston Market

• POPULATION

Families 462.9_ · FFFECTIVE

BUYING INCOME___

_\$ 2,620,417 _1.743,063

• RETAIL SALES____ • FOOD SALES_

422.537

· GENERAL MDSE.__

_183,589

• FURNITURE-

HOUSEHOLD-RADIO___ __106,827

 AUTOMOTIVE ______ . DRUG SALES___

_368,175

Source of above figures: SM Survey of Buying Power (1955)

† ABC Publisher's Statement, September 30, 1954

W. P. HOBBY, Publisher **EUGENE LEMCOE**, Director of Advertising ROBERT BARRON, Manager of General Advertising



THE HOUSTON POST

NOW UP TO 195,450 DAILY - 211,202 SUNDAY ... and still growing!

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

In Central Texas....it's **KCEN-TV**

Serving The Rich

Waco-Temple Market

100 KW-VHF Channel 6

833 Ft. Antenna Height 830 Ft. Above Average Terrain 1,549 Feet Above Sea Level Pt. Worth • Dellas

WACO

TEMPLE

Houston

San

Antonia

Natl. Rep.:

Gee. P. Hollingbery

Company

Texas Rep.:

Melville Co., Dallas

Billion Dollar Market Over 750,000 TEXANS Within Coverage Area

FULL TIME OPERATION

NBC Inter-Connected

KCEN-TV

General Offices: P. O. Box 188
Temple, Texas
Waco Office: Professional Bldg.
Studios and Transmitter al Eddy, Texas,
between Temple and Waco.
TWX: Eddy No. 8486

	Metro		POPULA ES 1/1		E8	G (7/7)	TIVE BI					0	773	MATES-	1884			SALES ADVER INC	TIS-
AREAS	politan Area	Total	%	Fami-	Urban- ized	Het	9%	Per	Per	Dollara	96	Goun- ty	0	FIVE \$1	ORE GRO			Buying	Ougl
1		(thou- eands)	U.S.A.	(thou- sands)	Population (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- tiy	(add 000)	U.S.A.	Sales Par Fam- ily	Food	General Mdes.	Furn,- House- Radio	Auto- motive	Drug	Power Index	Qual- ity in- dex
Wace Wichita Falls	185 180	140.0 122.0		41.0 32.7		190,281 205,822			4,641 6,294	188,407 130,843	.0079	- okene	38,980 24,915	20,008 11,870	9,409 7,224	39,980 35,085	4,583 4,279	.0845	
△Abliene △Brownsville- Hartingen-	167	71.8	.0442	20.9	84.5	118,100	.0402	1,618	5,560	96,200	.8887	4,812	17,233	12,267	4,523	31,647	2,744	.0489	111
McAllen \(\Delta \text{Texarkane} \) \(\Delta \text{Tyler} \)	181 226 227	383.8 102.6 78.4	.0631	83.8 29.9 22.1		100000000000000000000000000000000000000		1,057	3,879 3,629 4,483	280,404 95,678 80,478	.0502	2,908 3,200 3,642	58,985 23,279 16,022	25,828 9,855 8,416	13,574 4,218 5,168	82,373 18,524 23,343	2,764	.1524 .0511 .0434	81
Total of Areas		8 044 8	9 1099	1 499 1	4340 0	0 210 220	9 0710	1 000	0 725	7 700 000	2 2000	4 000	999 898	921 962	240 000	1 0/2 794	101 100	2 0745	

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TEVAC FOR		D . I I	10	e	
TEXAS - OX	Income	Breakdown (of Consumer	Spending	Units
				-b	

100000	Total	in-	DARK.		ET IN	COME	GROU	PS, 19	64		1	Total	In-			VET IN	COME	GROU	IP3, 19	54	1
CITIES	Con- sumer Units (theus.)	per Con- sumer Unit 8	\$0-2 Units	5 In- come	\$2,500 Wnite	-3,900 % In-	\$4,000 Wilts	% In- come	\$7,000 % Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	%	5,490 % in- come	\$2,500 Wnits	-3,999 % in- come	\$4,000 Wnits	% In-	\$7,000 % Units	% in-
Anderson	9.7	3,333	49.7	20.0	21.6	20.7	21.6	33.3	7.1	26.0	Texarkana	11.0	3,448	41.8	18.3	27.2	26.2	23.9	35.5	7.1	23.0
Palestine	6.7	3,706	44.0	15.9	21.9	18.9	24.6	34.1	9.5	31.1	Brazoria	18.1	4,725	24.5	7.0	20.2	13.7	41.4	44.8	13.9	34.5
Andrews	2.8	5,439	15.1	3.7	15.1	8.9	50.4	47.5	19.4	39.9	12-12-12-12-12									-	
Angelina	12.1	3,456	40.5	15.8	31.7	29.3	20.9	31.0	6.9	23.9	Brazes	17.4	3,150	55.6	23.7	20.7	21.0	16.6	27.1	7.1	28.2
Lufkin	6.0	3,831	36.8	12.9	30.3	25.3	23.4	31.3	9.5	30.5	Bryan	8.1	3,637	43.7	16.1	25.5	22.4	21.9	30.9	8.9	30.6
Araness	1.3	3,568	38.4	14.5	27.0	24.2	26.5	38.1	8.1	23.2	Browster	3.0	3,285	50.3	20.6	23.0	21.4	19.3	30.1	8.4	27.9
Archer	2.1	4.076	31.9	10.5	24.9	19.6	34.7	43.5	8.5	26.3	Brieces	1.3	8,500	26.0	6.3	28.6	16.6	25.6	24.0	19.8	53.1
Armstrong	.8	6,308	24.3	6.2	27.3	13.8	23.7	19.3	24.7	61.7	Brooks	3.1	3,730	35.7	12.9	28.1	24.1	25.4	34.8	10.8	28.2
Ataecees	5.4	3,401	47.4	18.7	22.4	21.1	20.7	31.2	9.5	29.0	Brown	10.5	3,372	46.0	18.3	28.0	24.6	20.8	31.6	7.3	25.5
Austin	8.1	3,146	47.7	28.4	26.9	27.3	18.8	30.6	6.6	21.7	Brownwood	8.5	3,466	45.0	17.4	25.5	23.6	21.7	32.0	7.8	27.0
Balley	2.6	4,780	29.9	8.4	25.6	17.1	28.1	30.0	16.4	44.5	Burleson	3.9	2,400	63.2	34.4	22.2	28.8	10.6	22.0	4.0	14.8
Bandera	1.5	2,816	54.3	25.8	37.6	31.4	14.2	25.8	4.0	17.0	Burnet	3.5	3,000	46.2	20.2	28.5	29.7	20.1	33.6	5.2	16.5
	100	100	100		2000		100				Caldwell	5.4	3,283	49.9	20.4	22.0	21.5	20.0	31.2	8.1	28.9
Bastrop	8.1	2,608	56.1	28.0	23.8	28.2	15.7	29.8	4.4	14.0	Calhoun	3.7	3,879	36.2	12.5	28.7	23.7	24.0	31.7	11.1	32.1
Daylor	2.1	3,637	40.3	14.8	27.2	23.9	23.6	33.4	9.0	27.9	Callahan	2.8	3,163	47.0	19.9	26.1	26.4	20.9	33.9	6.0	19.8
Bec	8.7	3,877	42.6	14.8	23.0	19.0	24.7	32.7	9.7	33.5	Line and the Park	No. of Contract of	1000	52.3		1-05		1 00		nder	
Beeville	3.4	3,800	42.6	14.5	23.9	19.7	24.4	32.1	9.7	33.7	Comeron	47.3	3,496	51.6	19.8	21.5	10.7	17.0	28.3	9.0	34.2
Bell	40.3	3,267	46.6	19.2	28.2	27.7	18.9	29.6	6.8	23.6	Harlingen	9.7	3,880	13.9	15.2	23.9	19.8	21.4	28.2	10.8	37.0
Temple	11.7	3,800	37.0	12.7	28.9	23.7	24.6	32.4	9.5	31.2	Brownsville	12.2	3,576	48.8	18.3	22.8	20.4	19.0	27.3	9.4	34.8
Bexar	194.9	3,944	38.4	13.1	37.4	22.3	23.5	30.5	10.7	34.1	San Benito	4.6	3,490	51.7	19.9	22.6	20.7	16.9	24.8	8.8	34.6
San Antonies	184.5	3,976	36.7	12.4	28.2	22.7	24.4	31.5	10.7	33.4	Camp	2.7	2,498	62.3	33.5	21.7	27.9	12.7	25.9	8.3	12.7
Manso	1.3	2,002	45.1	21.0	38.7	42.8	13.5	22.2	3.7	14.0	Careen	2.3	5,301	20.8	5.3	25.8	15.6	86.9	35.6	16.5	43.5
Bordon	.3	5,150	28.3	6.8	33.2	20.6	21.3	21.1	20.3	81.7	Cass	7.3	2,894	58.3	30.2	24.7	30.4	13.1	25.8	3.9	13.6
Booque	3.8	2,797	53.4	28.7	25.7	29.4	16.4	38.0	4.5	14.0	Castro	1.6	7,637	20.6	3.6	17.4	7.3	28.3	19.0	33.8	70.1
Bowle	21.7	3,324	42.8	17.3	20.2	28.2	21.7	33.3	6.8	21.2	Chambers	2.0	4,311	38.9	12.1	18.6	13.8	30.2	35.9	12.8	38.2

C SM, 1955.

TEXAS — M Income Breakdown of Consumer Spending Units — (Continued)

*	Total	In- ceme	pinita	NET INCOME	GROUPS, 196	4	THE CONTEST	Total	In- come	A small	ET INCOME	GROUPS, 1	154
COUNTIES	Con-	per Con-	\$0-2,498	\$2,500-3,999	\$4,000-8,999	\$7,000 & Oyer	COUNTIES	Con- sumer	per Con-	\$0-2,999	\$2,500-3,998	\$4,000-8,999	\$7,000 & Ove
	Units (thous.)	Unit \$	% in- Units come	% In- Units come	% in- Units come	% In- Units come	100000	Units (thous.)	Unit S	% in- Units come	% In- Units come	% In-	% in-
Cherokee	10.0	2,943	54.4 24.9	24.5 28.6	15.0 26.0	6.1 22.5	Grayeon	26.0	3,449	42.3 16.5	28.0 26.0	22.5 33.4	7.2 24.1
acksonville	3.9	3,372	47.8 19.0	25.5 24.2	18.1 27.6	8.6 29.2	Sherman	8.5	3,810	35.5 12.5	28.7 24.1	27.1 38.5	8.7 28.8
hildress	4.2	4,002	35.4 11.6	27.7 21.6	27.4 34.4	9.5 32.4	Denison	6.9	3,703	37.4 13.6	29.3 25.3	24.1 33.3	9.2 27.8
hildress	3.0	4,040	36.5 12.2	26.2 29.8	28.8 35.7	9.0 31.3	Grogg	22.6	4,359	33.3 10.0	24.1 17.7	21.3 36.8	12.3 36.5
lay	2.9	3,552	37.8 14.3	28.7 25.9	25.7 37.0	7.8 22.8	Longview	10.6	4,405	33.2 10.1	24.7 17.9	29.3 34.1	12.8 37.9
oko	1.4	5,236 4,543	25.6 6.6 28.5 8.4	20.6 12.6	35.8 35.0 31.7 35.8	18.0 45.8 13.1 37.0	Grimes	4.6	4,665 2,510	29.1 8.4 63.6 34.0	23.6 16.2	33.2 36.6 10.9 22.3	4.2 16.6
oleman	4.3	3,301	43.3 17.8	30.6 29.7	19.3 29.7	6.9 23.0	Guadalupe	8.1	3,160	46.0 19.5	29.1 29.5	18.4 29.8	6.5 21.2
ollin	13.5	3,154	47.9 20.4	29.2 29.8	17.1 27.8	5.8 22.2	Seguin	3.8	3,274	45.8 18.8	26.8 26.2	20.4 31.9	7.0 23.1
fcKinney	4.3	3,499	40.3 15.4	30.9 28.3	21.6 31.7	7.3 24.6	Hale	10.7	5,188	28.2 7.3	26.6 18.4	26.9 26.6	18.8 49.7
follingsworth	2.8	3,806	49.1 14.2	27.9 23.4	20.0 27.0	12.0 35.4	Plainview	6.4	5,143	29.0 7.6	25.8 18.0	27.2 27.1	18.0 49.3
leiorade	8.7	3,553	45.6 17.3	24.1 21.7	20.5 29.5	9.8 31.5	Hall	3.2	4,106	38.2 12.5	28.6 20.7	20.9 28.1	14.3 40.7
lew Braunfels.	8.8 4.5	3,958 4,010	34.9 11.9 34.4 11.5	32.4 26.2 32.1 25.6	24.4 31.5 25.0 32.0	8.3 30.4	Hamilton	3.6	2,690 6,520	55.6 27.8 21.8 4.4	27.9 33.1 21.5 10.8	11.5 21.9 31.8 24.9	5.0 17.2 25.4 60.1
omanche	5.0	2,903	50.3 22.5	27.3 29.1	16.7 28.6	5.9 19.8	Hardeman	3.6	3,750	40.0 14.3	25.7 21.8	23.4 31.9	10.9 32.0
enche	1.6	3,729	43.2 18.6	27.5 23.6	17.7 24.3	11.6 38.5	Hardin	6.6	3,285	42.6 17.4	25.5 24.8	26.0 40.7	8.0 17.1
oske	7.2	3,481	44.3 17.1	27.3 25.1	20.6 30.3	7.8 27.5	1/8 16 31	4 10	10.00	E. 21 J.A1	1.34 (194.)		
ainesville	4.6	3,794	39.7 14.1	27.7 23.3	23.0 31.1	9.6 31.5	Harris	3,683	5,157	25.4 8.6	24.0 14.8	33.4 33.2	17.2 45.3
eryell	5.2	3,021	48.8 21.7	28.3 29.9	17.6 29.9	5.3 18.5	Houston	269.1	5,057	26.4 7.0	24.9 15.8	32.2 32.8	16.5 44.6
and a							Baytown	9.2	5,479	19.0 4.7	17.6 10.3	43.7 40.8	19.7 44.2
lettle	1.0	4,007	32.2 9.4	28.6 19.9	21.8 23.7	17.9 47.0	Passiena	10.9	5,323	16.3 4.1	19.2 11.5	47.6 45.9	16.9 38.5
rockett	1.6	5,835 4,584	9.2 2.1 36.2 16.6	12.1 6.6	56.0 49.2 29.9 33.5	22.7 42.1 13.6 41.8	Bellaire	7.0	6,318	18.5 3.9	17.2 8.7	87.0 30.1	27.8 87.3
rosby	3.0	4,258	37.0 11.7	26.5 19.9	21.5 25.9	15.0 42.6	Place	7.8	8,458	15.9 1.0	13.5 5.1	31.0 20.3	39.6 73.6
ulberson	.6	3,565	35.1 13.2	29.4 26.4	27.5 39.5	8.0 20.9	Harrison	14.8	3,026	51.2 22.7	24.2 25.5	18.6 31.6	6.0 20.2
Dallam	2.8	5,043	26.0 6.9	27.8 17.3	81.2 31.7	15.5 44.1	Marshall	9.6	3,133	40.0 21.0	24.6 25.1	19.7 32.3	6.7 21.6
Oaffas	282.5	5,255	25.8 6.8	25.2 15.3	31.3 30.6	17.7 47.8	Hartley	.8	6,088	29.7 6.5	23.2 12.2	22.7 19.2	24.4 82.1
Dallas	224.6	5,057	25.9 6.9	25.7 16.3	31.8 32.2	16.6 44.4	Haskell	4.1	4,037	36.5 12.1	28.6 22.7	21.4 27.2	13.5 36.0
Iniversity Park	12.4	8,248	27.0 4.4	15.7 6.1	22.0 13.7	35.3 75.8	Hays	8.7	2,803	57.8 27.6	22.5 25.7	13.4 24.5	6.6 22.2
lighland Park.	6.7	11,131	25.1 3.6	18.5 4.8	19.0 8.7	40.4 83.8	Hemphill	1.4	4,494	29.7 8.9	24.8 17.7	31.8 35.7	14.9 37.7
rand Prairie	8.8	4,835	22.0 6.1	27.3 18.1	36.4 38.6	14.3 37.2	Henderson	6.8	2,732	57.4 28.2	23.5 27.8	14.5 27.3	4.6 17.0
rving	8.3	4,976	28.4 7.7 22.2 8.1	25.1 18.2 25.3 18.4	30.5 31.4 37.6 39.1	16.0 44.7 14.9 38.4	Athens	1.9 53.9	3,213	48.9 20.4 59.8 27.1	25.8 25.7 18.7 20.2	16.6 26.6 13.8 23.9	7.7 28.8
awson	6.8	5,258	28.4 7.2	A STATE OF THE PARTY OF THE PAR	27.1 28.4	17.1 49.7	McAllen	7.8	2,961 3,534	50.8 27.1 47.6 18.1	18.7 20.2	17.9 25.9	11.0 34.7
A20088	4.3	4,900	28.0 7.5	28.8 18.5	27.8 28.7	15.4 45.3	Edinburg	4.0	3,227	51.1 21.3	23.0 22.8	17.6 27.9	8.3 28.0
Deaf Smith	3.6	5,176	30.1 7.8	25.2 15.6	28.8 28.5	15.9 48.1	Weslaco	4.4	2,941	60.3 27.5	18.1 19.7	13.8 24.1	7.8 28.7
dereford	2.3	5,127	29.6 7.8	23.9 14.9	31.0 31.0	15.5 46.3	Mercedos	3.7	2,916	61.1 28.2	17.7 19.4	13.4 23.5	7.8 28.9
Delta	2.8	2,798	52.5 28.2	26.8 30.8	16.3 29.9	4.4 14.3	Mission	3.7	2,987	59.3 26.7	18.5 19.8	14.7 25.2	7.5 28.3
							Hill	10.2	3,228	46.4 19.3	28.1 27.8	18.4 20.2	7.1 23.7
Denten	17.6	2,943	56.3 25.7	20.7 22.5	16.7 29.1	6.3 22.7	Hillsboro	3.4	3,302	43.6 17.7	28.8 27.9	20.6 32.8	7.0 22.4
Denton	12.9 7.5	2,865	59.7 28.0 50.0 21.6	18.8 20.4 24.8 25.5	15.6 28.0	6.4 23.6 6.5 22.1	Hockley	8.0 4.0	5,772	20.0 4.6 19.0 4.4	23.7 13.2 23.4 12.8	37.3 33.2 37.4 32.7	20.2 50.1
Nickens	2.4	4,682	31.7 9.1	26.8 18.3	28.0 30.6	13.5 42.0	Levenand	7.0	0,001	19.0 4.4	20.4 12.0	01.4 04.1	20.2 00.1
Dimmit	3.4	2,240	60.9 41.9	18.8 26.9	8.5 19.4	2.8 11.8	Hood	1.7	3,163	45.2 19.6	28.6 28.9	21.5 34.8	8.7 18.7
Denley	1.9	3,979	37.3 12.6	28.3 72.8	21.9 28.1	12.5 38.5	Hapkins	7.1	2,963	52.6 23.8	27.1 29.3	14.1 24.4	6.2 22.5
Duval	3.8	3,516	45.9 17.5	19.4 17.7	25.6 37.3	9.1 27.5	Sulphur Springs		3,157	48.1 20.5	28.6 29.0	15.9 28.8	7.4 24.7
Eastland	8.1	3,402	42.0 16.6	26.0 24.4	24.6 37.1	7.4 21.9	Houston	6.6	2,495	63.1 33.9	21.2 27.2	11.3 23.3	4.4 15.6
ctor	20.3	5,990	15.8 3.5	19.1 10.2	44.5 38.1	20.6 48.2	Howard	10.0	5,067	24.3 6.4	23.7 15.0	34.7 35.2	17.3 43.4
dema	18.4	6,022	15.6 3.5	10.0 10.1	44.5 37.8	20.9 48.6	Big Spring	7.6	5,026	24.5 6.5	23.8 15.2	34.4 35.1	17.3 43.1
Edwarde	1.1	2,597 3,486	63.0 32.6 45.0 17.4	28.8 28.1 26.9 24.9	8.3 16.3 20.2 29.9	5.9 23.0 7.9 27.8	Hudepeth	1.8	2,524	62.0 33.0	23.9 29.1 25.5 26.9	10.6 21.5	6.1 21.1
Waxahachie	4.0	3,505	43.1 16.5	The second secon	21.4 31.3	8.0 27.1	Hunt Greenville	13.9	3,034	51.0 22.6 45.8 18.9	27.7 27.2	17.4 29.3	6.9 23.0
	4.0	0,000		27.0		0.0 21.1	Hutchinson	13.6	5,705	13.4 3.2	16.4 9.2	51.9 46.5	18.3 41.1
1 Pase	87.7	4,228	37.5 11.9	24.4 18.5	24.8 30.2	13.3 39.4	Borger	8.4	5,562	15.7 3.8	18.3 10.4	48.3 44.6	17.8 41.5
Paso	60.6	4,342	35.2 10.9	25.0 18.4	25.8 30.4	14.0 40.3	Irion	.6	3,664	38.8 14.2	84.1 29.7	16.4 23.0	10.7 33.1
rath	8.8	2,841	57.1 29.0		13.7 26.6	4.1 13.9	Jack	2.5	3,658	38.8 14.2	28.7 23.4	24.8 34.8	9.7 27.0
alle	7.8	2,700	60.6 30.1		11.6 21.9	5.3 21.4	Jackson	4.2	3,842	36.1 12.6	25.6 21.3	27.0 37.3	10.4 20.1
farlin	2.6	3,102	82.0 22.5	And the land of	16.6 27.4	7.1 25.0							
annin	9.1	2,871	56.6 30.6		11.8 23.5	3.9 13.9	Jasper	6.1	3,013	49.6 22.1	27.9 29.6	16.9 28.8	8.6 19.
Fayette		2,803 3,836	58.9 30.4 34.9 12.2		11.6 22.8 24.7 33.0	4.2 18.7 11.5 30.7	Jeff Davis		3,470	47.6 18.4 24.7 8.6	21.0 13.4	16.8 24.9 38.8 39.8	15.5 40.3
loyd		4,982	28.9 7.8		24.8 25.8	17.9 48.4	Jefferson Beaumont	75.9	5,003 4,958	26.7 7.2	22.0 14.8	34.9 38.1	15.5 41.1
Foard		3,844	41.9 14.6		16.8 21.7	13.7 39.4	Port Arthur		4,985	23.7 6.4	19.3 12.4	42.0 43.4	15.0 37.1
ort Bend		3,625	44.0 18.3		21.7 30.6	8.8 30.6	Jim Hogg	1.4	3,402	47.0 18.8	24.3 22.9	19.3 29.1	9.4 29.
Rosenberg	2.7	3,667	40.7 14.8		25.4 35.3	8.0 27.4	Jim Wells		4,265	38.1 12.0	23.3 17.5	25.4 30.5	13.2 40.1
ranklin		2,543	61.4 32.5		13.7 27.5	3.6 13.2	Alice	5.6	4,338	35.9 11.1	24.4 18.0	26.2 31.0	13.5 30.1
10 1				1 10		100,000	Johnson	10.8	3,593	40.3 15.0	26.6 23.7	25.5 38.5	7.6 24.1
reestone		2,728	58.9 29.0		14.9 28.1	5.9 19.1	Cloburne		3,896	35.1 12.1	25.7 21.1	30.4 40.0	8.8 26.
Frio		2,926	58.7 28.9		11.3 19.9	0.3 30.4	Jones		3,955	36.3 12.3	27.7 22.4	23.8 30.3	12.7 35.0
laines laiveston		4,748 4,678	25.6 7.2 28.8 8.3		39.9 43.0 32.4 35.5	14.7 36.4	Karnes		3,337	49.4 19.9	28.0 28.1	19.5 29,9	9.1 29.1 5.4 19.1
lalveston		4,586	31.0 9.3		28.5 31.9	13.6 30.1 13.5 40.6	Kaufman		2,953	82.0 23.7 47.6 20.3	26.0 28.1 26.4 26.8	16.6 28.7 19.9 32.5	6.1 20.
Texas City		4,919	21.5 5.9		41.3 43.0	14.7 36.8	Kendali		3,148	44.9 17.8	30.6 29.0	15.8 24.1	8.7 29.
larza		4.807	29.4 8.2	the last teachers	25.1 26.8	16.9 46.0	Nandall	2.0	0,019	17.0	30.0 29.0	10.0 24.1	0.7 20.
Alleopie	3.6	3,168	44.3 18.8		15.7 25.4	6.5 22.0	Kenedy	.2	1,886	80.6 57.5	9.7 16.3	9.7 28.2	
Nasocock	.3	4,919	22.2 8.0		37.8 39.5	14.4 37.9	Kent		4,500	35.9 10.6	23.9 16.7	25.0 28.0	15.9 44.
Dollad		3,005	52.5 22.8		12.5 20.8	9.7 30.1	Keer		3,825	38.4 13.6	29.8 25.0	23.0 30.8	8.8 30.
lenzales	8.0	2,784	88.1 28.4	24.2 28.1	13.0 24.1	4.7 10.4	Kerrville		3,829	38.4 13.5	28.8 24.1	23.8 31.9	9.0 30.1
Gonzales	2.0	3,070	81.1 22.4	26.3 27.5	15.9 26.4	6.7 23.7	Kimbie			44.5 18.1	33.0 32.0	14.0 21.8	8.5 28.1
lray		5,291	21.2 8.4		41.4 40.1	16.4 41.8	King		4,280	41.2 12.0	19.6 14.8	23.1 27.8	16.1 44,
ampa	8.7	5,374	21.2 5.3	21.4 12.7	40.2 38.4	17.2 43.6	Kinney	.7	3,134	57.0 24.4	23.6 23.1	8.2 13.4	12.2 30.

TEXAS — M Income Breakdown of Consumer Spending Units — (Continued)

		In-		NE	T INC	OME	GROUI	8, 191	4		AND AND AND AND	Total	In-		NE	T INC	OME	GROUP	6, 195	•	
COUNTIES	Total Con- sumor Units (thous.)	per Con- sumor Unit	\$0-2,	%	\$2,500-	2,990	\$4,000	4,900	\$7,000 &	Over %	COUNTIES	Con- sumer . Units (thous.)	per Con- sumer Unit	\$0-2,	% in-	\$2,500	% In-	\$4,000	% in-	7,000 &	% in-
	(5110-000)	8	Units	come	Unite	COMMA	Units	Come	Units (come			3		eme		come		-	-	eme
Kisberg	9.7	4,678	39.6	13.0	-	18.2	24.1	30.3		30.5	Real	6.2	2,777		25.5	27.7	34.1		19.4		17.0
Kingsville	7.9	4,068	39.6	13.1	23.3	18.3		24.5		38.2 46.0	Red River	5.4	4,319		10.9	24.5	18.1	1037	31.4		39.6
Knex		4,442	34.7 55.6	10.5	26.4	19.0	14.8	27.5	4.4		Pecos		4,588	29.4	8.7	26.5	18.5	29.2	32.8	14.9	40.0
Paris	8.8	2,990	50.8	22.6	26.9	28.6	17.5	30.1		18.5	Refugie		4,844	32.5	9.0	17.9	11.8	31.8	33.7	17.8	45.8
Lamb		4,740	29.1	8.2	30.2	20.3	26.1	28.3	14.6	43.2	Roberts		4,788	34.1	9.6	28.8	19.3	15.1	16.1		56.0
Littlefield		4,391	30.3	9.3	30.0	21.8	27.8	32.4	11.9		Robertson		2,525	2000	33.3	20.3	25.5	200	27.1		14.1
Lampasse	3.3	3,100	47.6	20.6	29.6	39.5	16.4	27.2	6.4	21.7	Rockwall		2,824 4,088		28.8	18.6	21.0		38.7		15.5
D 611								10.0	0.0	33.6	Tablifold	0.2	4,000	00.1	11.0		20.4	30.3	-	18.0	
La Salle		3,000	50.2	26.5	19.9	21.1	11.0	18.0		13.6	Rusk	12.3	3,485	45.0	17.4	21.7	20.1	24.9	36.8	8.4	25.7
Los		2,770	51.7	25.1	24.4	30.3	12.7	25.4		13.4	Henderson		3,705	43.4	18.7	22.7	19.6	22.8	31.6	11.1	33.1
Leon		2,357	65.2	37.2	21.7	29.5	9.9	21.4		11.9	Sabine		2,818	54.6	29.8	31.5	38.5	10.4	20.4	3.5	
Liberty	9.1	3,465	44.2	17.1	25.3	23.3	21.4	31.7		27.9	San Augustine,		2,312	86.6	38.7	21.8	30.2	8.1	17.9		13.2
Limestone	2.2	2,711	58.5	29.0	22.3	28.4	13.7	25.9	5.5	18.7	San Jacinto		2,194	71.6	43.8	17.1	24.9	8.4	19.7		11.6
Lipscomb		4,927	34.7	9.5	25.3	16.5	24.0	24.9		49.1	San Patricio		3,652	43.7	16.0	23.5	20.6	22.1	31.1		32.3
Live Oak		3,429	45.	17.6	27.6	25.7	18.7	28.0		25.7	San Saba		3,041	47.9 33.6	9.7	24.8	31.4	16.5	27.8		19.6
Liane		3,006	37.9	13.8	31.6	27.5	21.3	29.6		29.1	Schleicher		4,841	34.1	6.6	23.2	15.2	87.3	39.3		38.9
Loving	.1	4,163	31.7	10.2	35.8	27.2	27.1	83.4	5.9	29.2	Sourry		4,832	23.4	6.5	23.1	15.3	38.2	40.5		37.7
t obbook	69.1	4 901	21.0		94.0	18.0	97.8	29.6	16.4	45.5	Shackelferd		3,837	36.6	12.8	24.9	29.8	28.2	37.6	10.3	29.8
Lubbook		4,801	31.8	8.9	24.0	18.0	27.7	29.6	16.4	45.6	Shelby		2,512	61.8	33.0	23.8	29.7	10.9	22.3		18.0
Lynn		5,270	27.5	7.0	28.6	17.4		24.7		50.9						100				100	
McCulloch		3,624	43.0	15.9	26.7	23.6	19.8	28.0	10.5	32.8	Sherman	8		22.7	3.7	19.1	7.4	22.9	14.8		74.6
McLennan	50.5	3,786	40.5	14.4	26.8	22.8	23.3		9.4		Smith			41.4	14.6	25.7	21.7	22.8	30.9		32.8
Waco		3,865	39.5	13.7	26.5	21.9	23.9	31.8	10.1	32.6	Tyler		27.000	39.1	13.1	25.2	20.1	24.3	31.0		35.8
McMullen		3,062	39.6	14.8	23.5	20.5	39.4	41.1		23.9	Somervell			43.7 64.4	18.9	17.3	22.1	14.3	29.2	4.0	14.1
Medicon		2,847	60.2	31.7	25.5	32.1	9.7	19.6		10.7	Starr	0.0			11.5	24.3		29.0			34.1
Marion		2,406	64.6	36.1	21.3	28.3	10.0		20.4	14.3	Dreckenridge.				10.4	24.6		100000			37.1
Martin		5,385 3,470	36.6	15.7	19.9	11.8	23.1		8.1	25.3	Sterling				11.8	29.7				8.7	28.8
Mason	1	0,4/4	10.0	10.0	30.4	40.0	45.0	0010	-		Stonewall			36.8	10.7	21.5	14.8	24.6	27.3	17.1	47.2
Matagorda	7.5	4,000	43.7	14.3	21.1	18.5	23.3	29.0	12.9	41.2	Sutten	1.1	4,930	37.5	10.2	21.3	13.8	22.6	23.5	18.6	62.5
Bay City		4,390	40.1		21.3	15.5	23.8		14.8	44.4	Swisher	. 3.1	5,659	20.2	8.9	24.8				21.7	57.4
Maverick		2,549	62.9	33.2	18.5	23.2	13.9	27.9	4.7	15.7	Tarrant		10000	27.7	8.2					13.6	38.6
Medina	. 5.5	2.943	51.6	23.6	24.6	26.7	17.5		6.3	19.2	Fort Worth	131.1	4,360	38.1	8.3	25.0	18.2	32.1	36.0	13.9	37.1
Menard		3,614	47.8		23.1	29.4	18.5		11.1	35.7	White	1		13.7	4.1	20.7	22.6	47.5	84.6	8.1	19.1
Midland		6,703			18.8	9.0	35.6		27.1	60.1	Settlement.	3.1	4,461	10.1	4.1	30.1	***	41.0	04.0	0.1	****
Midland		6,860			18.7	27.9	35.6		4.3	61.6 15.3	Taylor	27.0	4,220	35.3	11.2	25.1	19.6	26.8	32.4	12.1	38.6
Milam		2,478			21.6	36.6	13.9			18.4	Ahilene				11.1					12.4	37.1
Milia		4,584			24.2	16.9	31.7			38.6	Terreil				13.6	24.1	20.6	24.8	33.0	13.1	33.4
Mantague		3,266			23.3		23.4			21.2	Terry	4.0	4,78	25.6	7.2	30.6	29.0			14.4	40.
Montgomery					22.6	22.8	20.0	32.6	7.2	23.2	Brownfield	2.	8 4,971							15.7	42.
Conros		3,453	46.7	18.1	22.2	20.6	21.6	32.1	9.5	29.2	Threckmerter									13.2	36.
							1		1		Titus									5.8	21.
Muses						10.8				35.5	Mount Please									7.3	38.
Merris					27.5				3.5		Tom Green		21.22							13.9	38.
Motioy		2122									Ban Angelo Travis									-	
Nacogdoches.											Austin										
Nacogdoches.											Trinity						8 31.	8 11.8	24.2	8.2	11.
Corsicana											Tyler	_									
Newton	27				-						Upshur		0 2,70	8 57.5	28.6	22.	5 26.	7 14.5	27.3	5.1	17.
Nelan									13.4	37.8					100				42.		-
Sweetwater	8.1										Upten										
Nueces	88.	4.81	6 29.	8.1	25.8	17.0					Uvalde								28.6		
Corpus Christ		4,89								43.8	Uvalde						6 25. 7 21.		24.2		33.
Ochlitres										89.5	Val Verdo				19.1		5 23.		25.5		31.
Oldham		4,90	4 25.	7 7.0	35.7	23.0	23.0	0 23.7	15.6	48.3	Del Rie						3 26.		32.1		16.
Onner	100						98		10.0	20.0	Van Zandt						4 18.				37
Orange						18.1		0 42.1 5 41.1		29.9	Victoria				10.		3 17.		8 34.8		37
Pale Pinte				4 8.1 0 20.1		7 30.4				20.9	Walker		.9 2,5		32.		4 26.		7 25.1	4.5	15
Mineral Wells				0 19.		29.				21.8	Waller		.5 2,67				9 20.	2 14.	7 28.1	3.6	20
Panela				8 18.		7 23.				23.6						100		111			
Parker				8 15.		1 24.				29.0	Ward	8	.2 4,7				.5 13		3 42.		38
Weatherford.				4 14.		5 22.		7 33.		29.8	Monahana	2	.5 4.8					-	2 40.		39
Parmer						4 14.			4 28.4	6 88,7	Washington.		.3 2.6		1 34.		.0 28		9 22.		0 17
Pecce				0 11.		6 14.			4 13.7	48.2	Brenham		.8 2,9		4 24.		.0 26		7 27.		0 22
Polk			13 46.			5 32.				7 10.0	Webb				5 24.		.7 25		9 23. 8 23.		0 26
Potter	36.					8 14.				0 43.8	Laredo				3 24.		.0 25		3 23.		0 38
Amarillo		2 2 2 2				5 13.		.5 33.		2 46.2	Wharton		.6 3.9		3 14. 6 10.		.1 18		6 32.		3 39
Preside				3 23.		0 21.		.0 24.		7 38.1	El Campo.		.9 4.4		1 12.		.8 25		1 38.		0 24
Raina	1.	1 2.8	63.	.5 32.	28.	0 29.	9.	.3 10.		2 19.8	Wheeler		0,0	-	-		11 1				
					0 10	3 10.	B 20	9 28.	4 22	4 54.2	Wichita	60	1.6 3,1	13 42	7 14.	.7 21		.9 25	.0 32.		4 34
Rendell	7																				
Randall		7 5.5					.5 51			6 41.8	Wichita Fal	ls 82	0.0 3.8	87 44	1 15	.2 21	.4 17	.6 24	.1 31.	8 10.	4 30

COUNTIES COUNTIES U	Total	in-		N	ET IN	COME	GROU	PS, 19	164	342		Total	in-		N	ET IN	COME	GROU	IPS, 18	154	
	Con- sumer Units (theus.)	Con- sumer	\$0-2 % Units	,499 % In- come	\$2,500 Wnits	-3,999 % In- come	\$4,000 Wnits	4,999 % In- come	\$7,000 Wnite	& Over % in-	COUNTIES	Con- sumor Units (thous.)	per Con- sumer	\$0-2 Wnite	,499 % in- come	\$2,500 Wnits	% In- come	\$4,000 Wnits	% In- come	\$7,000 Wnite	% In-
Wilbarger	8.7	4,356	33.3	10.0	28.6	21.0	26.4	31.0	12.7	38.0	Wood	6.3	3,003	52.0	23.2	21.1	22.5	20.5	35.1	6.4	19.2
Vernon	5.0	4,330	33.1	10.0	20.3	21.7	26.3	31.0	12.3	37.3	Yoakum	1.2	5,243	14.7	3.8	19.0	11.6	50.6	49.4	15.7	35.2
Willacy	7.3	3,233	60.0	24.9	15.4	15.3	14.5	22.9	10.1	36.9	Young	5.8	4,383	31.9	9.9	28.5	21.2	27.5	32.9		36.0
Raymondville	3.2	3,190	56.4	23.7	18.0	18.1	16.9	27.3	8.7	30.9	Zanata	1.3	2.285	73.8	42.8	12.0	18.0	11.4	25.6	2.9	13.6
		-	-				1		1		Zavala	3.4	2.004	63.0	32.5	18.2	22.3	14.1	27.8	4.7	17.4
Williamson	12.5	3.062	48.6	21.3	27.8	29.0	17.5	29.3	6.1	20.4				-		-	_			-	
Taylor	3.4	3,238	46.7	19.4	26.2	25.9	20.0	31.6	7.1	23.1	Total Above										
Wilson	3.8	2,702	54.5	27.1	29.1	34.4	11.4	21.8	5.0	16.7	Cities	1792.1	4.570	32.3	9.5	24.9	5.1	28.8	44.5	14.1	40.9
Winkler	4.4	5,481	13.6	3.3	16.1	9.4	51.0	47.7	19.3	39.6						-		-		-	
Wise	5.1	3,050	50.5	22.2	25.1	26.3	18.5	31.1	5.9		State Total	3001.2	4.206	37.0	11.8	24.6	2.9	26.2	47.8	12.2	37.5

UTAH — Counties and Cities — (Other Mountain States: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Utah stat	e map—page 710	Pop.	N	UMBEI	R OF O	UTLETS	3
City	County	thous.)	F	GM	FHR	A	D
Cedar City	Iron	6.9	14	4	7	13	3
Logan	Cache	17.3	33	5	16	19	6
	Salt Lake	10.9	17	6	6	9	2
	Weber		120		0.4	20.00	

		Pop.	N	UMBE	R OF O	UTLET	3
City	County	thous.)	F	GM	FHR	A	D
	Carbon Utah		19	5 6	8	14	3
	ySalt Lake		402			98	54

	Metro			TION TIMATE	ES	AUTA !	TIVE BI				1	0	777	SALES	1954			SALES ADVER INC	TIS-
COUNTIES	pelitan Area	Total	6%	Fami-	Urban-	Net	9%	Per	Per	Dollars	67.	Gaun- ty	(le	FIVE S'	ORE GRO	OUPS -add 000)		Buying	Quai
Beaver		(thou- sands)	% of U.S.A.	lies (thou- sands)	Popu- lation (thou- sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- ily	(add 000)	u.s.a.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radie	Auto- motiva	Drug	Power Index	ity in- dex
Beaver		5.3	.0032	1.3		6,901	.0027	1.302	5.308	4.075	.0024	3.135	764	242	100	387	186	.0027	84
Box Elder		21.3	.0131	5.8	7.8	24,472	.0098	1,140	4,370	22,282	.0131	3,979	3,793	1,254	867	6,049	386	.0114	87
Cache		35.8	.0221	9.6	18.2	41,769	.0186	1,167	4,351	35,908	.0211	3,740	6,220	4,412	2,119	7,508	1,044	.0191	86
Logan		17.8	.0106	5.0		23,733	.0001	1,314	4,548	28,673	.0169		3,964	4,018	1,979	7,381	802	.0117	110
Carbon		27.8	.0171	7.3	14.0	38,292	.0152	1.377	5,245	27,910	.0184	3,823	5,720	5,119	1,669	6,198	542	.0159	93
Price		6.3	.0039	1.8		9,113			5,068	16,879	.0099		2,664	1,980	945	5,420	340	.0056	144
Dappett		.4	.0002	.1		482			4.820	118	.0001	1,180	55	44				.0002	100
Davis		39.5	.0243	10.2	18.4	52,102	.0208	1,319	5,108	25,782	.0152	2,528	8,499	1,351	1,371	3,290	636	.0198	81
Ducheane		8.7	.0054	2.1		7,130	.0028	820	3.395	7.573	.0044	3,606	1.432	1,447	97	1,680	78	.0038	70
Emery		6.0	.0036	1.4		5.627	.0023	938	4.019	2,462	.0015	1.750	372	770		163	81	.0023	64
Garfield		4.1	.0026	.9	****	3,001	.0014	900	4,101	2,311		2,568	262	486	61	471	34	.0017	65
Grand		1.0	.0011	.8		1,917	.8008	1,009	3,834	1,079	.0006	2,158	411	40	98	186	25	.0008	73
fron		10.3	.0064	2.6	6.9	12,627		1,228	4,857	15,378	.0091		2,477	726	787	8,502	438	.0065	102
Cedar City		6.9	.0042	1.8		8,679			4,822	13,962	.0082		1,036	080	688	6,502	328	.0051	121
Junb		5.8	.0035	1.5	2.9	6,882			4.588	5.937	.0035	3,958	1,429	516	181	1,166	180	.0031	88

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Before using these figures, see explanation page 11.

For PROFITABLE Selection of Markets

Since a market is only as good as your chances of selling it, its basic market data should be "weighted" by such factors as available coverage and the local media's command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only show the *net worth* of the market . . . in terms of your selling chances . . . but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.



big unified market

... served by 2 great papers with one low rate

The Salt Lake Intermountain Market has 14 million people. It is completely unified, with these people living, working, and shopping together. It is served and sold by two metropolitan newspapers, The Salt Lake Tribune and the Deseret News and Telegram. With one low rate, they unite all of Utah, southern Idaho, western Wyoming and eastern Nevada.



The Salt Lake Tribune

DESERET NEWS AND Bull Cake Relearant (EVENING)

UTAH - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-	0		ATION STIMATI	E8	# W/7	TIVE B					0	773	L SALES	-1854			SALES ADVER INC	ITIS-
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Not	9%	Per	Per	Deliars	0%	Coun-	(li		ORE GRO			Buying	Qual-
		(thou- eands)	U.S.A.	fies (thou- sands)	Population (thou-sands)	Dellars (add 000)	% U.S.A.	Cap- ita	Fam- ity	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Kane		2.3	.0015	.6	****	2,038	.0008		3,387	1,753	.0010	2,822	139	337	50		57	.0010	67
Millard		9.7	.0059	2.5	****	9,742	.0039	1,004	3,897	9,610	.0057	3,844	1,008	1,941	284	2,435	247	.0049	83
Mergan		2.5	,0016	.0	****	2,541	.0010	1,018	4,236	2,410	.0014	4,017	246	27	47	844	63	.0012	75
Plute		1.0	.0011	16		1,401	.0005	737	2,802	656	.0004	1,312	105	229		105		.0006	55
Rich		1.7	.0011	.5		1,933	.0000	1,137	3,866	902	,0006	1.804	286	274				.0008	73
Salt Lake	125	305.3	.1878	88.6	263.4	492,711	,1962	1,614	5,581	353,621	.2080	3,991	74,895	87,882	25,056	62,250	11,636	.1980	105
▲SaltLakeCity		200.5	.1233	61.5		384,212	.1410	1,767	5,760	285,999	.1682		\$3,998	\$2,882	23,939	51,249	9,968	.1456	118
Murray		10.9	.0067	2.8		14,660	.0058	1,345	5,236	14,212	.0083		2,867	1,878	726	4,117	290	.0067	100

A and A See end of state for SM Metropolitan County Areas.

O SM. 1955.

Bafore using these figures, see explanation page 11

SERVE THE RAPIDLY GROWING WEST FROM A CENTRAL LOCATION

OGDEN. UTAH offers:

The largest rail switching terminal in the West, lew-cost electric power, natural gas, 11 motor truck lines, ample intelligent labor supply, excellent sites of varying sizes.

Ogden complies with industrial dispersion criteria established by Department of Commerce and Office of Defense Mobilization.

All inquiries confidential

WEBER COUNTY INDUSTRIAL BUREAU Suite 230, Ben Lomond Hotel Ogden, Utah

hambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

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NEW YORK, CHICAGO LOS ANGELES, PHILADELPHIA AND SALT LAKE!

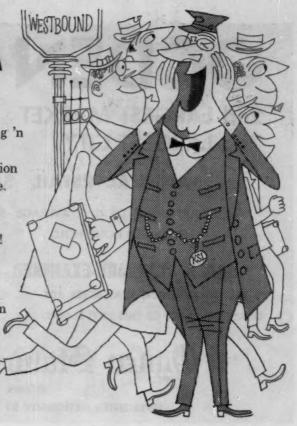
GOING PLACES? ... then include the big 'n booming billion-and-a-quarter dollar Salt Lake market — and use KSL Radio, the only station that fits this 4 state, 61 county area like a glove.

In Salt Lake City, home of KSL, per family retail sales are 35% above the national average! Population growth is 29% above the average.

Get the complete KSL Radio story: market data, audience statistics and availabilities from CBS Radio Spot Sales or...

KSL Radio . . . Salt Lake City

50,000 watts . . . CBS in the Mountain West



	Metro-	O.	POPULA ES 1/1	TION TIMATI	s	Marrie I	TIVE BI					0	772	SALES	1954			BALES ADVER INC CONTR	TIS-
CITIES	politan Area	Total	%	Fami-	Urban- ized	Not	% of -	Per	Per	Dollars	%	Coun-	(lu		ORE GRO		1900 1900	Buying	Qual
		(thou- eands)	U.S.A.	files (thou- sands)	Pepu- lation (thou- sands)	Deliars (add 000)	U.S.Á.	Cap- ita	Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metive	Drug	Power Index	ity in- dex
San Juan		5.8	.0035	1.1		4,635	.0018		4,214	1,719	.0010		328	297	48	113		.0019	54
Sanpete		13.9	.0086	3.9	****	12,251	.0049		3,141	10,491	.0061	2,690	1,790	1,512	616	1,969	367	.0060	70
Sevier		12.4	.0076	3.3	4.4	12,161	.0049	981	3,685	14,456	.0086	4,381	1,995	1,209	1,010	4,923	271	8000	87
Summit		7.0	.0043	1.8		8,775	.0027	968	3,764	4,860	.0028	2,700	1,233	708	84	1,315	147	.0030	70
Topele		19.8	.0122	5.2	10.0	29,860	.0119	1,510	5,750	14,190	.0084	2,729	3,943	858	532	3,236	593	.0100	89
Uintah		11.3	.0070	2.8	3.2	11,686	.0046	1,034	4,174	9,830	.0057	3,567	1,081	2,379	368	2,613	200	.0354	77
Utah		92.5	.0660	23.8	66.1	110,072	.0438	1,190	4,825	79,945	.0470	3,359	18,130	7,560	4,628	18,798	2,127	.0474	83
Provo		32.7	.0201	8.3		44,291	.0176	1,354	5,336	41,137	.0242		7,405	4,640	2,500	10,816	1,045	.0201	100
Wasatch		5.4	.0033	1.3	2.9	5,414	.8022	1,003	4,165	5,722	.0034	4,402	742	1,009	58	1,043	65	.0028	86
Washington		10.7	.0066	2.7	5.0	9,750	.0039	911	3,611	8,504	.0050	3,150	1,453	688	232	1,741	185	.0048	73

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

OGDEN

2nd LARGEST MARKET 2nd LARGEST CITY

ANNUAL RETAIL SALES

IN EXCESS OF \$107,000,000

PER CENT OF U. S. AVERAGE - RETAIL SALES PER HOUSEHOLD

THE OGDEN STANDARD-EXAMI

IS THE ONLY MEDIUM THAT GIVES ADE-QUATE COVERAGE OF THIS RICH MARKET COVERAG

Ogden Standard-Exami

EPRESENTED NATIONALLY BY REYNOLDS-FITZGERALD, INC

175/01			POPULA ES 1/1	TIMATE	ES .	60/7A	TIVE BI					0	773	SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Tetal	07.	Fami-	Urban-	Nat	9%	Per	Per	Dellars	%	Coun-	(lin	FIVE ST	ORE GRO			Buying	Oua
CITIES		(thou- eande)	% of U.S.A.	lies (thou- numbs)	Population (theu-aands)	Dollars (add 600)	of U.S.A.		Fam- ily	(add	U.S.A.	Sales Por Fam- ily	Food	General Mdee.	Furn House- Radie	Auto- motive	Drug	Power Index	ity In- dex
Wayne		2.0 96.6 64.5	.0504		83.0	1,000 142,156 102,644		1,472	5,333 5,114 5,184	961 103,550 94,483		3,170 3,725	124 22,534 19,348	178 8,610 7,286	37 6,814 6,111	16,467 16,265	26 3,121 2,947	.0007 .0584 .0451	98
Total Above Cities		339.1	.2085	101.0		556,331	.2215	1,641	5,508	495,345	.2913		92,242	73,043	36,987	101,750	15,720	.2399	115
State Total		767.7	.4722	210.4	505.9	1.058,657	.4215	1,379	5,032	773.975	.4552	3,679	161,466	101,883	47,247	149,497	22,773	.4417	94

BOTH SIDES OF THE TABLE TALK THE SAME LANGUAGE

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the Survey, with few exceptions. They know the Survey is reliable. And they know too that the people they are talking to-advertisers and advertising agencies-rely on the same authority.

THE ANSWER IS ALWAYS THE SAME



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

UTAH - Metropolitan County Areas

CBS-TV in the Mountain West

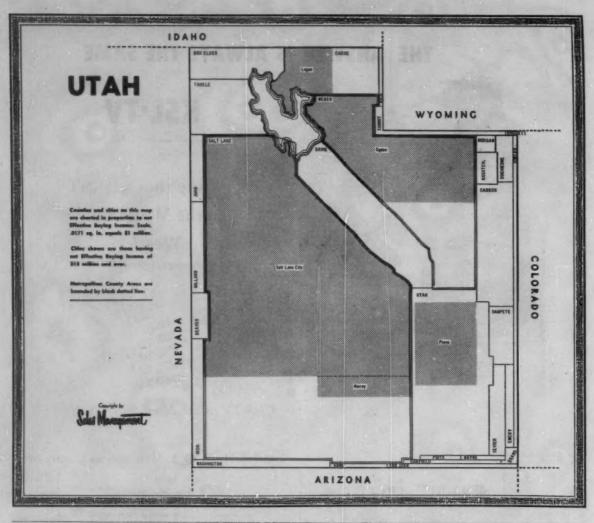
			POPULA ES 1/1		ES	- COVID	TIVE B					0	277	L SALES	1954			SALES ADVER ING CONTR	TIS-
	Metro- politan Area	Total	%	Fami-	Urban- ized	Net	6%	Per	Per	Dollars	%	Coun-	(ie	FIVE ST	of dollars			Buying	Oual
		(thou- sands)	U.S.A.	(thou- sands)	Population (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- iiy	(add 000)	U,S.A.	Sales Per Fam- ity	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
Ogden Salt Lake City	101 125	98.6 305.3		27.8 88.6	10000	142,158 492,711			5,114 5,561	103,560 363,621		3,725 3,991	22,534 74,895	8,610 57,662	8,814 25,056	15,467 62,350	3,121 11,638	.0584	10000
Total of Areas		401.9	.2472	116.4	346.4	634,867	.2528	1,580	5,454	467,171	.2689	3,928	97,429	88,272	31,870	78,817	14,757	.2564	104

UTAH — Income Breakdown of Consumer Spending Units

	Total	in-	-	N	ET INC	COME	GROU	PS, 19	54			Total	In-	C TOWN	N	ET IN	COME	GROU	PS, 19	54	
		per Con- sumer Unit \$	\$0-2 Whits	7,499 in- come	\$2,500 Wnita	3,999 % In- come	\$4,000 Units	6,999 % In- come	\$7,000 % Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$8-2 Units	,499 % In- come	\$2,500 % Units	-3,999 % In- come	\$4,000 Units	% in- come	\$7,000 Units	% In-
Beaver	1.6	4,444	24.4	7.6	26.4	19.6	34.8	41.6	14.4	31.2	Juab	1.7	3,985	31.9	11.1	29.1	24.2	29.5	39.1	9.5	25.6
Box Elder	6.0	4,099	28.3	9.6	32.5	26.2	29.7	38.3	9.5	25.9	Kane	.8.	3,514	34.2	13.5	36.9	34.7	23.4	35.3	5.5	16.5
Cache	11.5	3,636	37.3	14.3	29.3	28.7	25.9	37.6	7.5	21.4	Millard	2.5	3,884	34.6	12.4	20.0	24.7	25.0	34.1	11.4	28.8
Logan	6.6	3,466	42.9	17.2	26:7	25.5	23.1	35.3	7.8	22.0	Morgan	.7	3,903	28.7	10.2	32.9	27.8	29.3	39.8	9.1	22.2
Carbon	7.8	4,919	18.6	5.2	21.6	14.5	48.3	52.1	11.5	28.2	Plute	.5	2,877	48.7	23.5	31.0	35.6	15.8	29.1	4.5	11.8
Price	1.8	4,945	23.4	6.8	23.5	15.7	38.5	41.2	14.6	36.5	Rich	.8	3,963	29.1	10.2	87.8	31.7	24.7	33.1	8.4	28.0
Daggett	.1	5,671	34.1	8.3	15.3	8.9	21.2	19.7	29.4	63.1	Salt Lake	98.6	5,101	22.1	6.0	22.5	14.6	39.4	40.9	16.0	38.5
Davis	11.4	4,586	21.4	6.5	25.7	18.5	41.8	48.3	11.1	28.7	Salt Lake City.	68.7	5,158	22.9	8.2	22.8	14.3	37.9	38.9	16.9	40.6
Ducheene	2.1	3,426	41.8	16.9	29.0	28.0	22.0	34.0	7.2	21.1	Murray	3.1	4,694	20.4	6.1	24.6	17.3	44.0	49.6	11.0	27.0
Emery	1.6	3,446	37.6	15.1	28.0	26.9	29.9	46.0	4.5	12.0	San Juan	1.4	3,383	45.8	18.8	25.5	25.0	19.9	31.1	8.8	25.1
Garfield	1.1	3,479	40.9	16.3	31.3	29.7	21.7	33.1	6.1	20.8	Sangete	3.9	3,110	43.2	19.3	33.2	35.3	19.9	33.8	3.7	11.6
Grand	.6	3,363	41.4	17.1	32.8	32.2	20.0	31.6	5.8	19.1			1					-			
	72 15				1119				100		Sevier	3.4	3,614	33.6	12.9	33.1	30.3	26.4	38.7	6.9	18.1
!ron	2.8	4,440	29.3	9.1	24.2	18.0	36.9	43.9	9.7	29.0	Summit	1.8	3,821	27.9	10.1	32.0	27.7	34.2	47.4	5.9	14.8
Cedar City	1.9	4.631	28.6	8.6	22.3	15.9	37.9	43.4	11.2	32.1	Tooele	6.4	4.700	20.9	6.2	23.6	16.6	43.1	48.5	12.4	28.7

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Before using these figures, see explanation page 11.



UTAH — THE Income Breakdown of Consumer Spending Units — (Continued)

COUNTIES C	Total	in-		N	ET INC	OME	GROU	PS, 19	154			Total	in-		N	ET INC	OME	GROU	PS, 18	164	
	Gen- sumor Units (thous.)	Gon- sumer Unit \$	50-1 Units	10- come	\$2,880 Units	02	\$4,000 Units	OZ.	\$7,000 Units	& Over % In-	GOUNTIES	Con- aumer Units (thous.)	per Con- sumer Unit \$	S0-1 Units	% In- come	\$2,800 Units	-3,999 % In-	\$4,000 Units	4,999 In- come	\$7,000 % Units	& Over
Uintah	3.0	3,879	34.2	12.2	20.1	24.8	27.1	37.1	9.6	25.9	Weber	29.6	4.802	21.9	6.3	23.2	16.0	40.9	48.2	13.9	32.5
Utah	28.7	4,117	31.7	10.7	24.5	19.6	35.6	45.8	8.2	23.9	Onden		4.831							14.5	
Provo	11.2	3,953	37.7	13.3	21.9	18.3	31.9	42.7	8.5	25.7											
										300	Total Above							13 1			
Wasaich	1.4	3,864	28.9	10.4	28.8	24.6	37.0	80.7	5.3	14.3	Cities	114.5	4,858	25.8	7.3	23.7	15.4	37.0	40.4	14.8	38.9
Washington	2.9	3,394	41.9	17.1	27.9	27.2	24.4	38.2	5.8	17.5						-				-	
Wayne	1.5	2,996	42.7	19.8	36.9	40.7	17.8	31.4	2.6	8.1	State Total	230.4	4.804	25.9	-7.9	24.7	17.8	36.9	42.4	12.5	31.9

VERMONT — Counties and Cities — Other New England States: Convecticut, Maine, Massachusetts, New Hampshire, Rhode Island.)

Vermont state	map—page 712	Pop.	N	UMBE	R OF O	UTLET	8			Pop.	Number of Outlets				
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Barre	Washington	11.7	43	6	12	12	7	Montpelier	Washington	8.9	26	3	12	9	-
	Bennington	8.0	37	5	14	12	4	Rutland	Rutland	17.9	77	- 8	17	20	1
	Windham	10.7	35	8	9	12	6	St. Albans	Franklin	8.8	31	5	8	12	1
Burlington	Chittenden	35.8	117	20	31	28	13	St. Johnsbury.	Caledonia	7.3	28	6	11	11	3
O SM. 1955									0-1	ulan Abasi	-		-		- 22

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

Check Test Burlingtest Vermont

S177,000,000° WORTH OF RETAIN SALES

OF VERMONT'S POINT

\$224 FRANCE INCOME

LOCATED FOR EASY CHECKING WRITE FOR NEW MARKET DATA BOOK

* SALES MANAGEMENT FIGURES

THE BURLINGTON FREE PRESS

BURLINGTON, VERMONT

Represented by Johnson, Kent, Gavin & Sinding, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VERMONT - (Continued)

COUNTIES	79	POPULATION EFFE STIMATES 1/1/55					TIVE B			RETAIL SALES SMD ESTIMATES—1984								SALES AND ADVERTIS- ING CONTROLS	
	Metro- politan Area	Total	Of .	Fami-	Urban-	Nat		Per	Per	Dollars	%	Coun-	FIVE STORE GROUPS (in thousands of dellers—add 900)					Buying	Ouai
		(thau- sands)	U.S.A.	fies (thou- eands)	Popu- intion (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- liy	(add 800)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- motive	Drug	Power Index	in- dex
Addison		19.7	.0121	8.0	3.8	22,571	.0096	1,148	4.514	16,160	.0095	3,232	4,673	818	326	2,170	364	.0000	81
Bennington		24.6	.0152	7.8		34,527	.0138	1,404	4,604	25,895	.0152	3,453	7,702	903	1,036	4,403	543	.0145	
Bennington		8.0	.0049	2.5		12,216	.0049	1.527	4.886	16,267	.0096		4,329	651	724	2,913	394	.0063	
Caledonia		23.6	.0145	7.0	7.8	27,120	.0108	1,149	3,874	26,820	.0158	3,831	6,269	1,549	780	6,945	508	.0130	
St. Johnsbury		7.3		2.3		10,804	.0043	1,480	4,697	15,700	.0002		8,282	972	815	5,868	296	.0058	129
Chittenden	182	67.3	.0414	17.0	46.5	\$1,589	.0364	1.261	5,117	78,954	. 0452	4.299	20,234	8,036	4,987	14,043	1,618	.0401	87
△Burlington		35.8		9.8		55,457	11.00000000		5,659	60,219	7.00	1	13,162	7,729	4,793	18,162	1,462	.0261	119
Ennex		6.0	2007	1.8		7,484			4,163	3,332	1000000	1,851	1,720	136	45	218	79	.0026	78
Franklin		29.8				35,276			4,355	30,315		3,743	9,195	1,656	965	8,257	836	.0161	- 88
St. Albana		8.8				13 052			5 221	15 112	*****		3.995	949	786	3.001	415	,0064	119

8.8 .0054 2.5 13,052 and \(\triangle \) See and \(\triangle \) See and \(\triangle \) State for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11



WITH IMPACT
at one lowcombination rate!

The North Country Stations, WTWN, St. Johnsbury, WIKE, Newport, and WNIX, Springfield, give you COMPLETE coverage in Eastern Vermont, which includes Essex, Orleans, Caledonia, Windsor, parts of Washington, Franklin and Orange Counties, PLUS bonus coverage in New Hampshire's Grafton, Coos, and Sullivan Counties and the rich market of Quebec. Buy them all! Reach more people! All at one low rate!



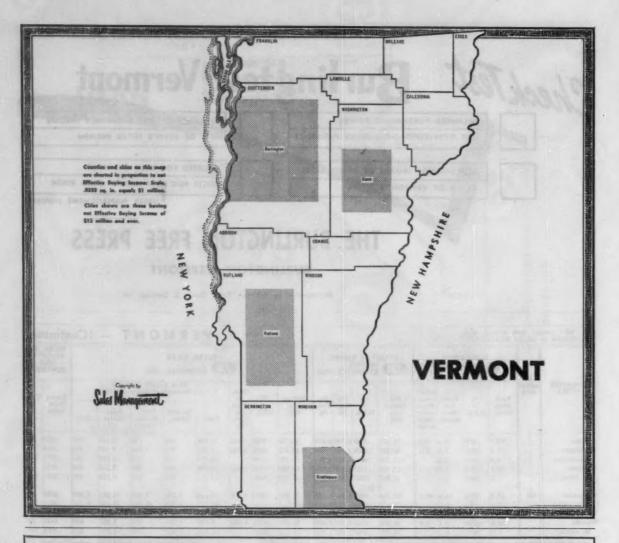
WIKE

1490 WT

1340 ST. JOHNSBURY WNIX

1480 SPRINGFIELD

REPRESENTED NATIONALLY BY JOSEPH MCGILLVRA, INC., AND KETTELL-CARTER (NEW ENGLAND)



BARRE EARNS MORE . . . SPENDS MORE!

Barre's thriving! Its wealth from the nation's largest granite industry, from capacitors, dairying and maple sugar, give it a high average family income which tops that of the state by \$1068*. Barre's total effective buying income of \$19,780,000* and retail sales of \$18,459,000* make it an outstanding market.

Get complete coverage in the local market, as well as in Washington and Orange Counties. Use the most effective media—the BARRE TIMES.

* Sales Management Flaures

BARRE TIMES

VERMONT'S LARGEST EVENING DAILY

Represented nationally by Julius Mathews Special Agency

FAMILY INCOME \$5651° Per Family RETAIL SALES \$5274° Per Family

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.



Worth Looking Into!...

• Space buyers! To sell Central and Southern Vermont, your only choice is the Rutland Herald. Reaching an area with a total effective buying income of \$211,749,000° (more than two million dollars larger than last year), with annual retail sales of \$171,305,000° (nearly a million dollars larger than last year), the Rutland Herald gets into the homes of the people who buy. Contact us or our representatives, and find out how easily and inexpensively your sales message can get into this growing market!

* Sales Management Figures

FIRST

in Total Retail Sales in Central and Southern Vermont RUTLAND COUNTY: \$54,258,000°

FIRST

in Retail Sales Per Family in Central and Southern Vermont RUTLAND COUNTY: \$4174°

FIRST

in Circulation and Influence in Central and Southern Vermont THE RUTLAND HERALD, A. B. C. 20,286, 12 mos. ending 3/31/54

The RUTLAND HERAL

Represented nationally by Gilman, Nicoll & Ruthman

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VERMONT — (Continued)

	Metro	0	POPULA ES 1/1	TIMATI	ES	COTA I	TIVE B					•	773	SALES	1954	- 144		SALES ADVER INC	TIS-
COUNTIES	politan Area	Total	9%	Fami-	Urban- ized	Net	07	Per	Per	Dollars	0%	Coun-	(lie		ORE ORG			Braying	Qual
	125	(thou- sands)	U.S.A.	lies (thou- sands)	Papu- lation (thou- sands)	Dollars (add 000)	% of U.S.A.	Cap- ita	Fam- ily	(add 000)	% of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- mative	Drug	Power Index	ity in- dex
Grand tele		3.3	.0020	.8		3,337	.0013	1,011	4,171	2,123	.0013	2,654	880	114	20	233		.0014	70
Lamoille		11.2	.0069	2.9		12,334	.0049	1,101	4,253	9,466	.0055	3,264	3,040	456	235	1,584	292	.0055	. 80
Orange		16.7	.0103	4.0	2000	18,347	.6073	1,099	3,988	13,799	.0082	3,000	2,881	1,398	709	2,014	383	.0002	80
Ortuans		20.7	.0127	5.6	5.2	21,635	.0088	1,045	3,863	20,423	.0120	3,847	4,134	2,269	369	3,952	397	.0104	82
Rutland		45.2	.0278	13.0	17.9	57,351	.0229	1,209	4,412	54,258	.0319	4,174	14,226	3,219	2,525	11,391	1,010	,0266	96
Rutland		17.9	.0110	5.4		25,357	.0101	1,417	4,696	33,818	.0199		7,996	2,626	1,879	7,089	620	.0132	120
Washington		42.8	.0262	11.8	22.9	59,647	.0237	1,400	5,055	44,262	.0260	3,751	12,769	3,056	2,639	9,583	835	.0249	95
Barre		11.7	.0072	3.5		19,780	.0079	1.691	5,651	18,459	.0109		4,721	2,155	811	4,356	351	.0087	121
Montpelier		8.9	.0065	2.6		15,751	.0063	1,770	6,058	12,345	.0073		3,223	515	853	2,356	260	.0064	116
Windham		28.5	.0178	8.3	13.6	38,850	.0155	1,363	4,681	32,419	.0191	3,906	9,082	3,217	740	5,398	710	.0170	97
Brattleboro		10.7	.0066	3.3		16,342			4,952	19,634	.0115		4,949	2,279	207	3,433	531	.0090	121

Not a REview . . . but a PREview

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGE-MENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between Surveys, "High-Spot Cities" alerts you to changes in the making . . . each month.

SALES MANAGEMENT'S NEWEST METROPOLITAN MARKET

Ear-Conditioned by WCAX

Chittenden County, Sales Management's newest metropolitan market (average family income of \$5,117, highest in the state) is but one of nine in the state covered by Vermont's Most Powerful Station. These nine counties represent 73.4% of Ver-

mont's effective buying income. In addition, WCAX delivers three counties in New York State, and a big PLUS audience in Montreal—ALL AT ONE LOW COST.

**Sales Management Figures.

VERMONT and NEW YORK MARKETS

112,180 RADIO HOMES \$512,820,000 SPENDABLE INCOME \$419,876,000 RETAIL SALES

Ask us or Weed & Co. for Standard Audience Survey of Listening Habits and availabilities.



			POPUL	onti	ES		TIVE B		1		58101		RETAI	L SALE				-		BALES ADVER	AND
	Metro			1/55			ESTIMA		1954			0	EST.	IMATE	S-10	64				CONTR	
COUNTIES	politan Area	Total	HE.	Fami-	Urban- ized	Not	0%	Per	Per	Deliars		Coun-	(%			RE GRO		(00)		Buying	Qua
1811		(thou- sands)	U.S.A.	ties (thou- sands)	Popu- lation (thou- eands)	Dollars (add 000)	of U.S.A.		Fam- ily	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	Gener	. 1	Furn,- fouse- Radio	Auto		rug	Power Index	ity in- dea
Winder		41.	7 .0206	12.1	8.7	58,450	.0233	1,402	4,782	42,573	.0250	3,461	11,518	2,7	733	1,480	10,	192	880	.0242	96
Total Above Citie		100.	1 .0671	31.0		168,750	.0073	1,547	5,290	191,563	.1127		45,657	17.5	576	10,668	42.	268 4	,332	.0809	101
State Total	-	380.	9 .2343	100 6	142.7	488.528	1046	1 999	4,583	398,799	2248	3,741	100 202	00.	-	10.704	-		054	0.141	-
VERM	-	-					-		-		.2340	3,741	108,323	20,1	106	16,794	11.	383 1	3,254	2,145	81
			SM		-	olitan		-		ea								-			
△Burlington	182	67.	.0414	17.0	46.5	91,509	.0364	1,361	5,117	76,984	.0452	4,290	20,234	8,	038	4,907	14,	043	,618	.0401	97
Total of Area		67	.3 .0414	17.1	46.5	91,509	.0304	1,361	5,117	76,954	.0452	4,290	20,234	8,	035	4,907	14.	043	1,618	.0401	97
VERM	ON	IT.	- 0	D I	com	e Brea	kdov	vn o	of C	onsum	er Si	pendi	ng U	nits	- 3			17.	Pil	11 77 77	
	7-1-1	in-		NET	NCOME	GROUPS,	1954					Ī	In-		,	ET INC	OME	GROU	PS, 11	154	
COUNTIES	Total Con-	per Con-	SD-2.49		500-3.000	34,000-6.5		m & O			INTIES	Total Con-	per Con-	***	***	\$2,600		**		\$7,000	
UITIO	Sumer Units (thous.)	sumer Unit	%	me Un	%	1 % I	6 9	% In	0	GI	IIES	Sumer Units (thous.	oumer Unit \$	\$0-2 Units	%	%	% In- come	% Units	6,900 In-	57,000	%
Addison	7.4	3,065	52.3 24	.4 26.	1 28.9	16.8 29	7 4	8 17.		Butian	d	14.0	3,851	37.6	13.9	31.1	27.4	24.1	34.1	7.2	24.1
Bonnington	8.8	3,938	34.7 12	.6 31.	7 27.4	25.8 38	.8 7.	8 24.	.4	Rutlan	d	8.0	4,199	31.2	10.6		25.2	28.9	37.5	8.8	26.
Bennington	3.0	4,040	30.7 10	.8 31.	4 28.4	29.8 40		1 22.		Washi	ngton	14.7	4,050	37.3	13.1	27.1	22.7	27.1	36.3	8.5	27.
Galedonia	7.9	3,454		.7 32				5 18.				4.2	4,674	28.7	8.7	26.8	19.5	33.4	39.0		32.
St. Johnsbury	2.6	4,130		.0 33				9 26.	0.0		elier	3.6	4,421	33.4	10.8		20.2	29.3	38.0		33.
Chittenden	23.5	3,880		.4 26				4 29.		Windh	am	10.6	3,704	37.7	14.5	33.3	29.7	23.2	34.1	6.8	21.
Burlington	14.1	3,945		.8 25. 3.8 27.				.1 31. 8 22.		Benttle	boro	4.1	3,978	34.1	12.2	31.9	27.3	25.9	35.5	8.1	25.
Franklin	9.5	3,713		.2 28		21.7 31		6 28.			ouro	14.0	4,171		11.4		24.7	27.0	35.3		28.
St. Albans	3.1	4,236		.9 27	-			7 27.				14.0	4,111	00.0	****	00.2	44.1	3110	-		-
Grand Isle	1.0	3,218	42.5 10	1.8 35				7 14.	.5	Total .	Above	1913	179	1361			20				
Lamollie	3.7	3,304	45.0 19	.4 33.	3 34.2	16.0 28	.3 5.	8 20.	.1	Citie	·	40.7	4,144	35.5	12.2	28.2	23.1	27.1	35.6	9.2	29.
Orange	6.8	3,126		1.2 20.						-	-	-			-						-
Orleans	6.5	3,345	43.7 10	1.6 33.	8 34.4	16.1 26	.1 6.	4 20.	.9	State 7	Total	. 130.3	3,781	40.3	15.3	29.6	26.8	22.8	33.1	7.3	24.
VIRGI	NI	A -	- Cou	nties	and	Cities	-	(Other	East S	South Cents Maryland,	nal State	s: Delaw	are, Dist	rict of	Colum	bia, Flo	r-				
	_		-	Pop.	1											op. I					-
MI 11 -	ato me	тр—ре	ge 721	(in		UMBER OF				-						(in				UTLET	
		County		Thous !	FF	CAME I BEEN		1 23) 11	6.3	21/		COUNTY				F	E ME	KHK	A	1.2
City		County		thous.)		GM FH	R A	.D	-		ty		County		-	ous.)	F	GM	FHR	-	D
City Alexandria	Arl	lington		79.4	133	16	33 2	18	26	Frede	ricksbu		ootsylva		-	12.7	45	8 8	19	21	Ъ
City	Arl	lington	on	79.4	133	16	33 2	18	-	Frede	ricksbu Royal	W	ootsylva	nia				8 7		21 11	L

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.

© SM, 1955.

Before using these figures, see explanation page 11.

UP-TO-THE MINUTE PICTURE of the

SWEET





VERMONT SALES GAINS 1954 over 1948*

Retail Sales	14%
Food Sales	24%
Gen. Mdse. Sales	7%
Drug Sales	 17%
Total Income	12%
Per Family Inc.	6 %

* Sales Management Figures

The chart at left shows the healthy sales gains made in the state in only six short years. Your sales message will reach the BUYING Vermont public through the Vermont Allied Dailies.

Two out of every three families in the state read at least one newspaper of this media group. What is even more important, these families live in the areas where 94% of the state's retail sales money is located.

Increase YOUR sales in the Sweet Vermont Market!

Do it with the one media group that does the job of many

—the Vermont Allied Dailies!

VERMONT IS A



SWEET MARKET

VERMONT ALLIED DAILIES

Barre Times

Bennington Banner

Burlington Free Press

Brattleboro Reformer .

Rutland Herald

St. Johnsbury Caledonian-Record

Sell the Heart of Virginia . . .

The LYNCHBURG METROPOLITAN AREA

When selling Virginia you can count on Lynchburg to deliver on the plus side. For Lynchburg offers you extra potentials in the important sales categories. It is far ahead of the state average in per family retail sales . . . as shown in this table. And among Virginia metropolitan areas it ranks as

Virginia's No. 1 Drug Market . . . with \$163 per family
No. 2 General Mdse. Market . . . with \$654 per family
No. 1 Automotive Market . . . with \$803 per family
No. 3 Retail Sales Market . . . with \$4,189 per family.

LYNCHBUI		METRO er Famil			N AREA
		nchburg tro. Area		rginia	% Lynchburg is ABOVE Va. Average
Retail Sales	\$4	1,189	\$3	1,173	32%
Food	5	833	\$	754	10%
General Mdse.	5	654	\$	394	66%
Home Furnishing	1 \$	202	\$	170	19%
Automotive	\$	803	\$	609	32%
Drug	\$	163	\$	103	. 59%
			_		

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

The News-Advance gives you 72% daily coverage of the five-county metropolitan area . . . contrasted with an outside daily's average of less than 4% in Campbell County.

VIRGINIA - (Continued)

THE NEWS and THE DAILY ADVANCE

Lynchburg, Va. Represented by Ward-Griffith Co., Inc.

				Pop.	N	UMBER O	OUTL	ETS							Pop.	Nu	MBER (OF O	UTLETS	
City .	C	county		thous.)	F	GM FI	IR A	1	D	Ci	ty		County		thous.)	F	M F	HR	A	D
Lynchburg	Car	npbell		50.2	132	19	29 2	4	17	South	Bosto	nI	lalifax		6.4	31	5	11	10	
Martinsville	Her	гу		19.2	60	9	13 1	6	5	South	Norfo	lk N	Jorfolk		11.8	52	3	6	- 4	
Newport News.	Ner	vport No	ews	45.3	217	16	48 3	4	26	Staun	ton		ugusta		23.1	54	8	20	16	
Norfolk	No	folk		287.5	680	57	38 8	15	88	Suffol	k	P	vansemoi	nd	12.7	87	10	13	12	10
Petersburg	Din	widdie.		37.5	175	15	26 2	4	15	Virgin	ia Bea	chF	rincess A	nne	7.5	23	8	10	7	
Portsmouth	Not	folk		86.4	348	18	41 . 3	13	27				Newport !		54.6	81	10	5	11	
Pulaski	Pul	aski		9.7	43	6	16 1	0	8	Wayn	esboro	A	ugusta		14.9	33	7	11	15	1
Richmond	Her	rico		239.5	768	61	66 10	12	96	Winch	hester.	F	rederick		15.0	69	9	17	25	1
Roanoke	Roa	noke		98.5	312	20	50 4	7	41	Wyth	eville.		Vythe	******	5.9	28	4	5	14	- 3
		1		TIMATE	8	EFFE!	TIVE B					6	DID.	L SALES	1961	,			SALES ADVER INC	TIS-
COUNTIES	Metro- politan			2 400				100	-				E.O.		TORE GR	OHPE			uomit.	UCO
CITIES	Area	Tetal	%	Fami-	Urban- ized	Not	%	Per	Por	Dollars	%	Coun- ty Sales	(ir		s of dollars		30)		Buying	Quai-
		(thou- sands)	U.S.A.	lies (thou- sands)	Popu- iation (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ity	(add 000)	J.S.A.	Per Fam- ily	Food	General Mdee.	Furn House- Radio	Automotiv		-	Power	ity In- der
Accommack		35.4	.0218	10.3	2.8	32,047	.0127	900	3,111	28,008	.0154	2,534	7,208	1,100	1,641	3,0	31	509	.0154	71
1Albemarle		55.2	.0339	13.8	28.4	70,250	.0250	1,277	5,091	62,642	.0368	4,539	13,295	5,709	3,158	11,0	76 2,1	061	.0318	94
Charlotterville.	100	27.5	.0189	7.5		41,823	.0167	1,521	5,576	53,722	.0316		10,347	4,874	2,787	10,5	19 1,	707	.0212	125
ZAileghany		30.4	.0187	7.7	12.4	37,000	.0148	1,22	4,818	27,537	.0162	3,576	6,190	3,704	1,713	7,0	85	161	.0100	86
Covington		6.2	,0038	1.5		8,967	.0036	1,440	5,978	14,982	.0088		3,217	2,295	1,600	6,1	40	575	.0052	137
Amelia		8.3	.0082	1.7		5,261	.0021	634	3,095	3,119	.0018	1,835	345	771	- 83		63	66	.0026	50
Amherst		20.3		4.4	2.8	14,900	.0059	73	3,387	4,841	.0029	1,100	2,724	192	70	4	04	66	.0063	51
Appomattox		9.0	.0050	1.9	****	6,834	.0027	75	3,507	4,171	.0024		681	485	123	1	70	64	.0032	57
3Arlington		237.6			237.6	865,097			9,461	254,139	.1495	3,615	78,048	28,823	10,254			533	.2065	141
Alexandria	-	79.4	.0488	23.8		201,270	.0801	2,53	8,457	110,412	.0649		34,864	12,271	4,843	23,8	32 4,	526	.0693	142
(Augusta	300	71.5		0.00		83,69			4,702	57,244	.0337	3,216	13,380	5,611	2,837			102	.8356	1
Staunton		23.1				30,25			5,216	30,363	.0178		4,649	3,938	1,899			173	.0142	
Waynesboro	360	14.9		4.1		22,073			5,884	17,679	.0104		4,365	1,519	869	4,7		811	.0094	1
Bath.		6.1		1.5	10000	5,110		-	8 3,407	3,148	.0018	20000	986	195	1		41	63	.0023	
Bedford		30.5		7.6		24,73			3,254	12,736	.0075		3,404	1,794		2,0		73	.0109	58
Bland		6.5				4,013		1	7 2,886	1,887	.0011		330	523			180	42	.0020	
Botetourt		16,4		4.0		13,69	1		5 3,424	5,181	.0031		2,203	808	1			139	.0056	1000
Brunewick	0.05.69	21.2	111 111 1111	4.4		13,68			3,109	11,234	.0066		1,800	2,296		-		189	.0074	
Buchanan		40.6	1	1		25,82			8 3,188	15,934	.0003		2,621	4,437				72	.0128	
Buckingham		12.4				7,83			2 2,901	4,337	.0026		864	1,248			134	38	.0040	
5Campbell		81.7			-	104,61	1	1	0 4,866	90,056	.0529		17,911	14,064				512	.0467	
△Lynchburg		50.2				73,37			2 5,131	75,324	.0443		13,954	12,338				204	.0341	
Caroline		12.4			2000	9,11		1	3,377	8,065	.0038		2,102	727				67	.0044	
Carroli		28.2		1		18,03			0 2,814	7,475	.0044		1,786	804	1			34	.0094	
Charlotte	10	14.1				7,98			6 2,494	4,576	.0027		907	1,035		1.3	207	82	.0041	
Charles Gity	***	4.9				2,77			7 3,084	721	.0004		550	143					.0013	4
See Petersburg-	117	83.0	.0329	13.8	17.2	77,24	.0300	1,44	1 5,721	11,029	.0070	884	4,421	427	486	1,	188	230	.0241	73
Hopewell- Colonial Heights				Inttacville				OSI	1							zwiesko		1		

⁴ Augusta County combined with Staunton and Waynesboro (Independent Cities) 5 Camebell County combined with Lynchburg (Independent City).

PETERSBURG

HOPEWELL IRGINIA'S

Thriving Triangle

COLONIAL HEIGHTS

The multiple urban market of Petersburg, Hopewell and Colonial Heights

TOTAL RETAIL SALES*

Commonwealth of Va. Dept. of Taxation Estimates

VIRGINIA'S "Thriving Triangle"

\$51,836,000 15,617,000 hts 5,927,000 Petersburg

VIRGINIA'S

"Thriving Triangle" \$73,380,000

Other important Virginia Markets

Lynchburg ..\$62,920,000 Donville 58,252,000

Based on retail merchants license taxes collected during the calendar year 1954, which reflect sales during the calendar year 1953.

. in City Zone Population

IRGINIA'S .. in Consumer Income

. . in Retail Food Sales

. . in Home Furn. Sales

. in Filling Station Sales

TWO independently published Virginia Newspapers provide UNMATCHED—intensively local—COVERAGE ONE LOW COST PUTS YOUR AD IN BOTH

Represented by JOHNSON, KENT, GAVIN & SINDING, Inc. The Progress-Index PETERSBURG . VIRGINIA

THE HOPEWELL NEWS HOPEWELL . VIRGINIA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VIRGINIA — (Continued)

100-014	Metro-			TION TIMATE	ES	407	TIVE BI					o o	773	L SALES	1954	-11	Per	SALES ADVER INC	G RTIS-
COUNTIES	politan Area	Total	% of	Fami-	Urban- ized	Net	9%	Per	Per	Dellara	6%	Coun-	(ir	FIVE \$1 theusands	ORE GRO			Buying	Qual
Table 1		(thou- sands)	U.S.A.	iles (theu- sands)	Population (thou- sands)	Deliars (add 000)	U.S.A.	Cap- ita	Fam- lly	(add 900)	of U.S.A.	Sales Per Farn- ity	Food	General Mose.	Furn House- Radio	Auto- motive	Drug	Power	in- dex
Clarke		7.4	.0046	1.8		7,179	.0028	970	3,988	4,341	.0026	2,412	1,385	374	48	290	208	.0031	87
Craig	-	3.1	.0019	.8		1,898	.0008	612	2,373	1,217	.0007	1,521	242	335	120	195	28	.0010	53
Culpeper		13.8	.0085	3.3	2.7	11,507	.0048	834	3,487	13,007	.0000	4,142	2,332	1,313	282	2,375	313	.0064	1 75
Cumberland		7.1	.0044	1.6		4,070	.0016	573	2,544	1,485	.0000	909	267	889		115	68	.0019	43
Dickenson		25.2	.0155	5.2		16,390	.0065	850	3,152	8,491	.0050	1.633	1,061	1,673	716	2,019	110	.0079	51
7 Dinwiddie		56.3	.0346	13.8	37.5	56,850	.0234	1,045	4,264	52,618	.0311	3,827	12,568	5,241	3,077	8,952	1,941	.0271	81
Colonial Heights		68.8	.0383	17.5		79,396	.0316	1.876	4,537	67,184	.0895		17.088	5,809	4,195	11.835	2,465	.0354	38
Petersburg		37.5		10.9		47,181			4,329	49,595	.0292		11,654	5,184	3,043	8,793		.0228	

isiness Depends on Traf

In the Busy, Rich Shenandoah Valley of Virginia . . . WAYNESBORO is FIRST in

(1) Population Growth, (2) Industrial Payrolls, (3) Agricultural Stability.

effective buying income and total retail sales UP over last year. MARKET index a healthy

In Circulation Growth (see ABC reports), (2) In Advertising Lineage Increase (see VPA reports).

Member Audit Bureau of Circulations . Member of Associated Press

THE SHENANDOAH VALLEY'S FASTEST GROWING DAILY NEWSPAPER

Cover The Rich Virginia Markets With WTVR

	Richmond Rank	% Standings*
Total Effective Buying Income	48th	3%
Total Retail Sales	44	3
Food Sales	48	4
General Merchandise Sales	35	2
Furniture-Household-Radio Sales	43	3.
Automotive Sales	54	5
Drug Sales	41	3

(*Rankings and percentages in comparison with 1,042 leading U.S. cities. Source: SALES MANAGEMENT)

AND—"ALL STATE SERVICE" WTVR-TV gives coverage of the leading Virginia markets, including Norfolk. First stations of Virginia in radio and television both, the Pioneer Havens and Martin, Inc. Stations—WTVR-TV, WMBG-AM, and WCOD-FM—deliver a loyal, time-tested audience in this expanding area of consistently strong buying power.

PIONEER NBC Outlets for Virginia's First Market

WMBG... Represented Nationally by the Bolling Company WTVR... Represented Nationally by Blair TV, Inc.

VIR	GIN	I A	(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metrs	0		TION TIMATE	ES	60773	TIVE B		_			0	JID	L SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan	Total	%	Fami-	Urban- ized	Net	%	Per	Per	Dollara	%	Coun-	(in	FIVE ST	ORE GRO				Qual-
		(thou- sands)	U.S.A.	(thou- sands)	Population (thou-sands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 600)	of U.S.A.	Sales Per Fam- ily	Feed	General Milse.	Furn House- Radio	Auto- motive	Drug	Power	ity In- dex
Elizabeth City										1							0 1		
Essex		6.4	.0039	1.4		4,406	.0018	660	3,147	5,174	.0030	3,896	1,348	454	122	757	67	.0026	67
Fairfax		130.0		32.5		248,649		forme.	7,651	42,431	.0250	1,306	14,543	1,007	734	8,533	1,316	.0731	91
Fauquier		22.1		8.5		19,665	.0078	,	3,575	18,421	.0108		4,050	1,304	. 399	4,867	412	.0008	72
Floyd		11.7		2.7		6,931	.0028		2,567	4,586	.0027		764	350	184	2,103	74	.0037	. 51
Fluvanna		0.8		1.8		5,165	.0021		2,868	2,575	.0018		1,148	307	43	231	66	.0023	-
Franklin		25.4		8.8	2000	16,349	.0065		2,819	11,337	.0067		1,933	2,318	445	2,407	290	.0084	
10Frederick		33.7		9.3	2000	37,779			4,062	41,277	.0242	4,438	8,186	3,855	1,561	8,714	1,251	.0180	91
Winchester		15.0		4.6		21,312	.0085	1,421	4,633	36,472	.0214		6,559	3,346	1,482	7,497	1,110	.0125	
Glies		21.8			-	22,180	.0088		4,436	16,182	.0096	3,236	4,189	979	1,245	4,072	566	.0099	71
Gloucester.,		10.0		3.0		8,070	.0033		2,690	7,048	.0041	2,349	1,406	1,576	343	1,405	72	.0042	10
Goochland		9.2		1.7		5,550	.0022		3,200	2,222	.0013	1,307	1,000	137	41	383		.0026	48
Grayeon		22.2		8.7		18,710	.0000		2,932	16,042	.0008	2,814	2,256	2,837	1,274	4,830	313	,0000	85
Greene		4.1		1.1		3,157	.0013	656	2,870	1,147	.0006	1,043	508	329		110		.0014	
Greensville		17.2		3.9		12,829	.0051		3,280	12,619	.0074	3,236	2,779	1,426	671	2,114	420	.0000	85
Hallfax		48.1		9.1	-	31,437	.0126		3,175	22,330	.0132	2,256	4,846	3,493	1,112	4,845	740	.0156	56
South Boston.		6.4	3 ,			8,078	.0032	1,262	4,752	14,043	.0083		2,434	1,772	855	3,067	535	.0049	
Hanover		23.7				22,502	.0090	941	3,948	9,824	.0058	1,724	3,007	1,001	92	2,838	115	.0091	63
11Henrico		313.0			287.3	531,500			6,054	412,817	.2427	4,702	86,951	74,038	26,673	65,338		.2172	
▲Richmond		238.1			1	437,995	.1744	1,82	6,385	399,370	.2349		80,615	73,637	26,213	63,875	14,250	.1871	1
13Heary		53.0				58,868	.0236	1,11	4,635	41,909	.0247	3,300	9,604	4,688	2,953	9,357	986	.0257	71
Martinavillo		10.3			0	26,091	.0104	1,350	5,325	29,135	.0171		5,280	3,118	2,073	7,327	654	.0127	
Highland		3.1				2,190	.0008	863	2,745	979	.0006	1,224	324	242	40	229	1	.0011	
fele of Wight		15.7	.0087	3.6		147121	.0056	900	3,923	9,378	.0055	2,805	2,280	1,087	133	1,981	190	.0063	85
13 James City		14.1	.0001	2.7	7.8	14,901	6000	1 000	7 S S10	12 002	0076	4 779	2 990	400	786	1.731	42	.0071	78

⁸ In 1952, the Counties of Elizabeth City and Warwick officially became the Independent Cities of Hampton and Warwick. Since the Independent City of Newpar News had been grouped with these counties, we include it with them in a new county called Newport News, to keep the state total additive.

¹⁰ Frederick County combined with Winchester (Independent City).

¹¹ Henrico County combined with Richmond (Independent City)
13 Henry County combined with Martinsville (Independent City)
13 James City County combined with Williamsburg (Independent City)
A and A See and of state for SM Metropalitan County Areas
Before using these figures, see explanation page 11

VIRGINIA'S KEY CITY TRI-CITY METROPOLITAN MARKET

NEWPORT NEWS HAMPTON WARWICK

POPULATION 175,000

ALMOST NO OUTSIDE NEWSPAPER COVERAGE

Represented Nationally by Sawyer-Ferguson-Walker Company

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VIRGINIA - (Continued)

	Metro		POPULA ES 1/1	TION TIMATE	ES	MOTE !	TIVE BI					0	777	SALES	1954			ADVERTING CONTRI	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Net	% ef	Per	Per	Dollars	%	Coun-	(ir	FIVE ST	ORE GRO		11.5	Buying	Qual-
		(thou- sands)	U.S.A.	(thou- sands)	Population (thousands)	Dollars (add 000)	U.S.A.	Gap-	Fam- ity	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- motivs	Drug	Power Index	ity In- dex
King and Queen.		8.6	.0041	1.4		4,597	.0018	897	3,284	1,821	.0010	1,301	1,040	314		121	000	.0021	51
King George		7.2	.0044	1.8		7,828	.0031	1,087	4,349	2,171	.0013	1,206	1,010	108	122	003	100	.0028	84
King William		7.8	.0048	1.9		8,740	.0027	853	3,547	7,386	.0044	3,867	2,303	263	409	1,800	31	.0036	75
Lancaster		8.5	.0063	2.3		7,151	.0029	841	3,109	7,148	.0042	3,108	1,628	1,269	117	1,772	160	,0038	72
Lee		37.1		8.2		21,063	.0083		2,589	12,813	.0075	1,563	2,297	3,827	852	1,505	338	.0109	48
Loudoun		21.9	.0135			20,671	.0083		3,975	16,796	.0099	3,230	4,788	414	674	3,291	506	.0000	73
Louisa	1	12.9	.0079			8,329	.0033		2,687	6,303	.0037		1,772	593	127	1,354	120	.0043	54
Lunentury		14.7		3.1		12,388	.0049		3,530	8,712		2,480	1,761	901	289	1,547	219	.0058	64
Madisso		8.6		-		5,088	.0021		2,423	2,412			964	286	89	434	33	.0025	47
Mathews	197	8.8		7		5,523	.0022		3,088	4,162		2,312	922	974	118	1,059	68	.0027	64
Mecklenburg		35.0				29,270			3,570	24,610	.0144	3,001	5,000	3,013	917	7,103		.0145	86
Middlesex		7.0				5,300	.0021		2,789	4,384	.0026	2,307	809	827	45	674	73	.0027	83
14Montgomery.,		43.1				47,814	.0191		4,554	34,737	.9206	3,308	8,143	3,753	1,488	10,589	1,130	.0210	79
15Nancemond		38.9				38,022	.0151	953	3,765	33,017	.0194	3,269	7,228	4,424	1,541	5,712	1,195	.0183	
Suffolk		12.7				17,660	.0070		4,773	27,455	.0161		5,354	3,879	1,541	4,963	996	.0099	
Nelson		14.0				8,673	.0035		2,628	4,234	.0025	1,283	1,413	1,222	. 93	650	37	.0042	48
New Kent		4.2				3,292			3,292	2,188	.0012		978	131	200	871	10 VI	.0015	
Newport News. Newport News-		175.0	.1077	45.1	175.0	259,183	.1032	1,481	5,650	161,986	.0953	3,538	41,417	16,405	9,847	36,237	5,106	.1018	95
Warwick 25▲ Newport	PE	178.0	.1077	48.1		269,188	. 1031	1,48	5,659	. 101,000	.0883		41,417	18,405	9,847	36,237	5,106	.1018	95
News		45.3	.0276	12.1	8	63,641	.0253	1,40	4,972	101,480	.0507		21,802	13,915	7,797	19,607	3,272	.0362	130
▲Hampten		75.1	.0462	19.4	1	114,426	.0450	1,52	5,898		.0200		12,672			13,921	1,291	.0398	86
▲ Warwick	1 99	84.6	.0336	13.	6	81,116	.0323	1,48	6,000		.0006	3	6,943					.0258	77

14 Montpomery County combined with Radford (Independent City).

15 Nansamene County combined with Suffolk (Independent City).

16 Nansamene County combined with Suffolk (Independent City).

17 News In 1952, the Counties of Elizabeth City and Warwick officially became the Inde-25 For certain marketing purposes, Newport News may be regarded as included in the pendent Cities of Hampton and Warwick. Since the Independent City of Newport News had been grouped with these counties, we include it with them in a new country called Newport News, to keep the state total additive.

18 Norfolk-Portsmouth area.

19 SM, 1955.

FRONT ROYAL WARREN COUNTY, VA.

Locate your industry where there is Good Labor; Excellent Transportation; Reasonable Tax, Water and Electric Rates; Plenty of Land.

WRITE - CALL - WIRE: 1-3 Chamber of Commerce FRONT ROYAL, VA.

hese organizations are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in these cities, or the state or area. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

LOCATE YOUR INDUSTRY in the Upper South at

DANVILLE, VIRGINIA

Ideal Year-round Living and Working Conditions

CHAMBER OF COMMERCE Commerce Building Danville, Virginia

VIRGINIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

	Metro-		POPULA ES 1/	ATION STIMATI	ES	4 077	TIVE B	-			ich.	•	2///2	L SALES	1954			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Not	%	Par	Per	Dollara	9/2	Geun-	(h	FIVE ST	ORE GRO		2	Buying	Oual-
		(thou- sands)	U.S.A.	(thou- eands)	Pepu- lation (thou- sands)	Dellare (add 000)	% U.S.A.	Cap- ita	Fam- ily	(add 000)	% of U.S.A.	Sales Per Fam- lly	Foed	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
16Norfolk	100	469.1	.2005	130.8	448.9	732,822	.2918	1,502	5,003	451,553	.2056	3,452	112,013	39,874	28,967	82,630	15,356	.2832	98
Portamouth— South Norfolk. 25 ▲ Norfolk. ▲ Portamouth. South Norfolk. Northampton		\$85.7 287.5 86.4 11.8 17.5	.1769 .0631 .0073	110.9 83.4 24.4 3.1 4.7		657,805 512,588 129,976 15,241 13,928	.2041	1,783 1,504 1,292	8,988 6,146 5,327 4,916 2,963	485,180 314,694 89,947 18,479 12,565	.1851		89,904 69,391 23,593 7,010 4,067	\$7,088 30,125 6,620 283 1,311	\$7,476 21,125 6,109 242 236	79,780 58,747 18,545 2,488 1,236	10,434 2,881 663	.9582 .1930 .0524 .0078	109 99 107
Nerthumberland. Nettoway Orange		0.0 17.8 13.2	.0100	2.8 4.4 3.2	4.1	7,929 17,796 12,502	.0032 .0071 .0000	1,000	3,172 4,045 3,928	4,792 15,120 11,623	.0028 .0089 .0068	3,438	931 3,238 2,062	1,021 1,216 1,819	46 652 559	460 3,262 1,852	609 389	.0036 .0084 .0062	77
Page	h	15.0 16.0 100.0 46.8	.0006	3.8 3.7 27.2 13.7	48.2	12,659 10,640 118,969 67,130		865 1,065	3,246 2,876 4,300 4,900	9,100 4,814 90,229 76,671	.0064 .0028 .0531 .0451	1,301	1,843 1,184 20,685 14,335	1,075 1,084 15,263 13,733	672 16 9,869 3,530	1,422 1,450 17,084 15,721	273 38 2,687 2,402	.0061 .0049 .0627	50 78
Powhatan Prince Edward		5.8 15.9		1.2		4,366 14,281	.0018		3,638	2,524		2,103	431 2,175	458 2,749	40 485	752 1.716	457	.0020	-

A and A See end of state for SM Metropolitan County Areas Before using these figures, see explanation page 13

16 Norfolk County combined with Nerfolk, Portsmouth and South Norfolk (Independent Cities).
17 Pittsylvania County combined with Danville (Independent City).
25 For Cartain marketing purposes, Newport News may be reparted as included in the Norfolk-Portsmouth area.

Speaking of Packaging: The COMPETITIVE EDGE

Packaging today is a sales function. It's a technological problem only in the sense that designers and engineers are instructed to build a format that will add more sell to the product.

They get their perspective from the sales executive . . . the management man who receives the suggestions, criticism, gripes that pour in over the far-flung distribution "telegraph" . . . from customers, retailers, wholesalers, salesmen.

In his thoroughly informed mind, customer reaction and company interests merge into plans for product improve-ment. That's where most packaging changes start.

But packaging changes aren't on a time-But packaging changes aren't on a time-table. In your prospect companies they're likely to be proposed at any time . . . suddenly . . . in the secrecy of manage-ment conferences. That's why your com-pany should be always in the sales ex-ecutive's mind . . . as a possible nominee The INSIDE TRACK to Management for companies selling such products and services as:

TRAVEL and COMMUNICATION PACKAGING MATERIALS AND PRODUCTS

PLANT and BRANCH LOCATIONS INSTITUTIONAL and PUBLIC RELATIONS OBJECTIVES AUDIO-VISUAL SALES AIDS **BUSINESS GIFTS** OFFICE EQUIPMENT and SYSTEMS

for the job . . . when a packaging change is first proposed.

SALES MANAGEMENT—the sales executives' magazine-offers you an exclusive ap-

proach to the sales executives in companies likely to be making packaging news. With 61% of them a packaging change is now in process.4

No matter what vertical or trade magazine you may be using . . . in the food, drug, beverage, cosmetics fields etc. . . . a schedule in SALES MANAGEMENT gives you the competitive edge at the pay-off pointwhere packaging changes originate and are okayed. *A recent SM Survey

Sales Management

386 Fourth Avenue New York 16, N. Y.

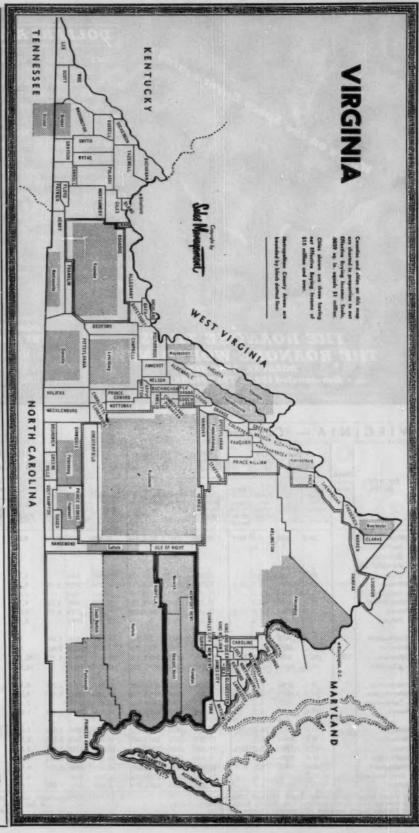
333 N. Michigan Avenue, Chicage 1, III. 15 East de la Guerra, P. O. Box 419 Santa Barbara, Calif.

WTAR-TV Stands Alone in NORFOLK No. 1 City in

CBS

Channel 3 100,000 Watts

Virginia





ROANOKE, VIRGINIA

... a demonstrated IDEAL TEST MARKET!

DOLLARS AND CENTS COST?

Naturally! Cost is important, but it is only one of many important criteria in the selection of markets

their receptiveness to new thoughts and ideas as they do in their ability to purchase advertised goods.

But, alert, progressive, actively civic-minded people are more receptive to any advertising message.

Coupled with high incidence of solid, middle class able-to-buy families this provides a market of opti-

Roanoke's progressive newspapers dominate this active, stable, "first" market of western-Virginia and its 500,000 plus "golden mean" population.

DOMINANT COVERAGE BY THE ROANOKE NEWSPAPERS

61% in the 16-county Roanoke Primary Market

VIRGINIA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		0	POPULA ES 1/	TION TIMATI	ES	Mall's	TIVE B		-			0		L SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	2	Fami-	Urban- ized	Net	3	Per	Par	Deltars	75	Gourn-	(le	FIVE \$1 thousands	ORE GRO		8		Qual
		(thou- sands)	U.S.A.	fies (theu- sands)	Population (thou-sends)	Dollars (add 000)	U.S.A.	Gap- ita	Family	(add 000)	u.s.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	ity in- dex
See Peteroburg- Hoperedl- Colonial Heights		34.0	.0200	7.0	18.1	45,250	.0181	1,331	6,464	16,023	.0100	2,418	5,260	835	1,164	3,017	866	.0163	78
Hopewell		18.1	.0111	4.0		20,558	.0082	1,136	4,460	14,466	.0085		4,243	587	1,085	2,780	564	.0080	80
19Princess Anne.	100	82.6	.0324	12.8	12.5	73,104	.0291	1,390	5,711	30,890	.0182	2,413	9,233	4,729	541	2,866	932		82
Virginia Beach		7.8	.0046	2.8		13,813	.0051	1,708	5,125	20,399	.0120		4,051	4,236	418	2,245	724	.0071	154
Prince William		24.0	.0147	5.3		31,774	.0126	1,324	5,995	16,926	.0099	3,194	4,123	243	343	4,105	584	.0122	81
Pulnski		29.9	.0194	7.0	9.7	29,963	.0120	1,002	3,943	18,829	.0111	2,478	4,994	1,270	1,158	4,297	630	.0130	71
Pulaski	-	9.7	.0000	2.6		18,511	.0054	1,398	5,197	15,026	.0088		3,157	1,008	1,028	4,172	527	.0065	108
Rappahannock		8.6	.0037	1.4		3,124	.0012	521	2,231	1,481	.0008	1,044	181	537		372		.0016	43
Richmond		8.0	.0037	1.4		4,001	.0010	777	3,329	4,173	.0025	2,981	730	561	163	678	30	.0024	
20Reancke	. 118	184.1	.0086	39.5	117.1	223,125	.0000	1,549	5,649	166,411	.0979	4,213	38,700	17,258	13,415	29,432		.0915	
ARoanoles		98.8	.0606	28.5	1	164,191	.0654	1,667	5,661	149,780	.0881		33,157	16,362	13,127	26,055	4,390	.0713	118
21 Rockbridge		30.1	.0196	7.1	12.0	32,038	.0120	1,864	4,389	19,897	.0117	2,726	5,171	1,970	937	3,517	1,352	.0136	73
22Reckingham		49.5	.6380	12.7	11.4	52,908	.0210	1,078	4,188	48,321	.0272	3,647	5,276	6,851	2,351	7,417	1,061	.0247	82
Harrisonburg.		11.4	.0070	3.1		17,864	.0070	1,540	5,663	29,180	.0172	1	3,426	3,075	2,045	5,354	865	.0101	
Russell		27.6	.0171	6.1		17,442	.0070	627	2,813	12,144	.0071	1,950	1,634	4,194	387	2,390	117	.0001	53
Scott		27.1	.0171	6.1		18,438	.0073	861	2,712	7,246	.0043	1,006	1,202	2,146	216	860	176	.0083	40
Shenandeah		21.3	.0134	8.		17,917	.0072		3,143	15,757	.0091	2,764	3,500	1,031	739	3,186	338	.0001	88
Smyth		32.1	.0197	7.3	3 10.0	24,525	.0097	786	3,380	18,860	.0111	2,884	3,543	3,086	1,942	3,999	618	.0121	
Southampton		27.0	.016	8.	8.8	19,939	.0000	721	3,115	15,760	.0001	2,463	4,203	1,446	678	3,829	491	.0102	
23Spotsylvania		25.0	.015	6.1	5 12.7	32,497	.0129	1,266	5,000	33,663	.0190	5,182	6,853	3,873	2,308	7,222		.0158	
Predericksburg		12.5	.0071	8.	2	19,941	.0071	1,570	6,232	30,938	.0182		5,788	3,000	2,308	7,322		.0110	
Stafford		/13.3	.000	3.3	2	12,381	.0041	94	3,873	3,386	.0020	1.050	1.816	51	-	233	36	.0047	7 59

Hopewell (Independent City). Virginia Beach (Independent City).

23 Spotsylvania County combined with Fredericksburg (Independent City).

A and A See end of state for SM Metropolitan County Areas.

WSLStv

lines them up ... with money in their pockets

at the Advertiser's point of sale



In WSLS-TV-LAND*

there are

2,500,000 PEOPLE

owning over

325,000 TV SETS

78%

of them look at

WSLS-TV more DAY & NIGHT

(Jan. 1955 ARB Study)

* 63 Counties in 3 States

Represented Nationally by

AVERY-KNODEL, INC.

ROMPER ROOM

an impressive example of coordination in .

PROGRAMMING
MERCHANDISING
PROMOTION

. . . shown above is evidence of results when "MISS ELSIE," star of ROMPER ROOM, appeared in person at Jennings-Shepherd, headquarters for Romper Room Toys. Parents brought their children from four states and Jennings-Shepherd sold many new customers. Several thousand people visited the store in just one afternoon.

Take the guesswork out of time-buying in

A markets the rich

Where the Total Retail Sales are UP \$9

Any sound advertising program to cover these markets must include . WRNL because you get complete coverage of the market trading area at the lowest cost.

there's MORE SELL on

RICHMOND, VIRGINIA

-5 KW-ABC AFFILIATE

Edward Petry & Co., Inc.

VIRGINIA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

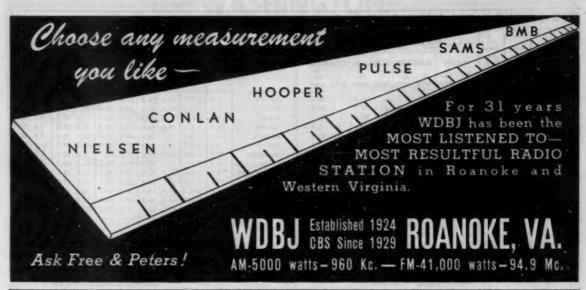
		_		TION TIMAT	ES	6077	CTIVE B INCOMI ESTIMA	E				•	2773	L SALES	-1964			SALES ADVER INC CONTR	RTIS-
COUNTIES	Metro- politan	Total	% of	Fami-	Urban- ized	Not	%	Per	Per	Deliars	%	Coun-	(in	FIVE ST	FORE GRO of dollare			Buying	Qual-
		(thou- sands)	U.S.A.	(thou- sands)	Population (thou- sands)	Deliars (add 900)	U.S.A.	Capita	Fam- ily	(add 000)	U.S.A.	Saleu Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- metive	Drug	Power	ity in- dex
Surry		8.8		1.8		4,690	.0019		3,127				446	632		619	88	.8021	51
Suesex		13.2		2.8		8,912			3,183	8,482			1,860	1,542	240	1,700		.0049	
Taxowoll		51.3	.0316	11.7	9.7	44,377	.6177	865	3,793	35,915	0211	3,070	8,295	7,918	1,525	8,694	993	.0215	88
(W. Va.)-	//																		-
Bluefield (Va.)		86.5	.0165	7.4		40,874	.0163	1,519	5,584	39,730	.0234		7,198	5,224	8,100	6,871	1,417	.0185	118
Warren	30	16.9	.0104	4.4	9.3	20,489	.0082	1,212	4,657	15,715	.0093	3,572	4,218	1,009	831	3,188	531	.0000	87
Front Royal		9.3	.0057	2.6		13,407	.6053	1,442	8,157	14,544	.0056		3,631	863	931	2,923	531	.0064	113
SWarwick																			
24Washington Bristol (Tonn.)-		57.1	.0351	13.4	22.7	48,905	.0195	856	3,854	45,803	.0200	3,418	9,266	4,745	2,929	6,200	1,449	.0248	71
Bristel (Va.)		85.0	.0910	9.6		48,157	.0193	1,376	5,G10	87,488	,0559		10,788	9,450	4,469	10,425	1,710	.0841	118
Bristol		17.0	.0105	4.3		18,992	.0076	1,117	4,417	27,402	.0161		5,993	2,722	2,228	3,867	772	.0107	102
Westmereland		10.9	.0067	2.8		8,373	.0033	788	2,996	7,807	.0045	2,717	1,317	1,079	211	2.014	219	.0043	64
Wise		80.1	.0370	13.9	13.4	46,703	.0186	777	3,380	44,580	.0262	3,207	9,833	5,189	3,512	11,586	1,047	.0246	88
Wythe		24.6	.0151	5.9	5.9	19,438	.0077	790	3,296	19,717	.0116	3,342	3,767	2,249	677	4,788	435	.0103	60
Wytheville		5.9	.0036	1.5		6,788	.0027	1,151	4,525	15,255	.0090		2,283	1,510	377	4,599	367	.0048	133
Yerk		13.1	.0081	3.3		14,999	.0000	1,145	4,545	3,716	.0022	1,126	1,411	261	94	538	74	.0053	65
Total Above Cities		1,339.2	.8176	375.0		2,207,958	.8792	1,661	5,888	1,837,277	1.0805		404,677	228,719	115,266	352,356	62,401	.9277	113
State Total		3,878.6	2.2432	929.7	1833.4	4,793,636	1.8729	1,290	8,059	2.950.305	1.7353	3,174	701,479	360,581	158.073	565,782	95,343	1.9057	85

VIRGINIA - Metropolitan County Areas

Hampton- Newport News-																			
Warwick	61	175.0	.1077	45.8	175.0	259,183	.1832	1,481	5,659	161,966	.0953	3,536	41,417	18,405	9,847	36,237	5,106	.1018	98
Norfolk-		133							200										
Portsmouth	100	521.7	.3209	143.8	461.4	805,926	.3209	1,545	5,612	482,443	.2838	3,380	121,246	44,603	29,508	84,916	16,288	.3007	97
Richmond	117	380.6	.2217	99.3	207.0	807,002	.2378	1,656	6,013	421,625	.2479	4,246	90,187	74,427	27,058	66,264	15,044	.2378	107
Roaneke	118	144.1	.0888	38.5	117.1	223,126	.0686	1,548	5,649	188,411	.0979	4,213	38,700	17,258	13,415	29,432	4,748	.0015	100
△ Danville	188	109.8	.0675	27.2	48.2	116,969	.0466	1,065	4,300	90,229	.0531	3,317	20,685	15,263	3,688	17,084	2,687	.0527	71
△Lynchburg △Petersburg- Honowell-	208	81.7	.0502	21.5	55.4	104,613	.0416	1,280	4,866	90,066	.0529	4,189	17,911	14,064	4,335	17,274	3,512	.0467	80
Colonial Heights		96.9	.0806	22.8	57.6	115,757	.0461	1,195	5,077	72,862	.0429	3,196	19,013	8,114	4,308	12,131	2,582	.0479	
Total of Areas		1,302.9	.2266	376.9	1156.0	2,106,908	.8389	1,513	5,590	1,412,730	.8309	3,748	330,155	182,020	87,851	251,207	47,385	.8400	96

VIRGINIA - M Income Breakdown of Consumer Spending Units

	Total	In-	11.1	H	ET IN	COME	GROU	PS, 18	154			Total	in-		N	ET IN	COME	GROU	PS, 19	154	
COUNTIES	Con- eurner Units (thous.)	per Con- aumer Unit \$	\$6-2 Units	in- come	\$2,500 Units	-3,990 1n- come	\$4,000 Units	4,989 % In- come	\$7,000 Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$0-1 Units	% In-	\$2,500 Units	10-3,900 % In- come	\$4,000 Units	-6,988 fn- come	\$7,000 Units	& Over
Accomac	11.8 19.9 10.9	2,715 3,838 3,848	47.4	18.0		23.7		25.8		16.2 32.5 34.4	Alioghany Covington Amelia	8.9 2.0 2.1	-6.000	28.5 26.7 59.4	8.1	26.1	18.8	33.1 36.4 10.5	41.9	10.8	27.4 31.2 13.4



VIRGINIA — (Continued)

	Total	în- come		N	ET IN	COME	GROU	PS, 19	154			Tetal	In-		N	ET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit \$	\$0-2 % Units	,499 % In- come	\$2,500 Wnits	-3,999 % In- come	\$4,900 % Units	% In-	\$7,000 Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2 Units	2,499 % tn- come	\$2,500 % Units	% In-	\$4,000 Units	% in-	\$7,000 % Units	& Over
Amberst	5.1	2,906	51.5	23.8	26.0	28.6	17.9	31.6	4.6	16.0	Henrico	107.5	4,842	29.3	8.0	25.8	16.7	28.5	29.5	16.4	45.8
Appomattex	2.6	2,672	56.7	28.5	25.6	30.7	13.8	26.4	3.9	14.4	Richmond	90.1	4,862	30.4	8.4	26.3	17.3	27.4	28.9	15.9	45.4
Arlington	90.9	7,315	14.6	2.7	16.1	7.0	33.0	23.1	36.3	67.2	Henry	14.9	3,954	31.8	10.8	34.7	28.1	24.5	31.7	9.0	29.4
Alexandria	28.8	6,988	15.5	3.0	17.6	8.1	33.8	24.7	33.1	64.2	Martinsville	6.1	4,308	29.8	9.3	38.3	24.7	25.7	30.6	11.2	35.4
Augusta	20.4	4,106	33.0	10.8	30.2	23.5	26.6	33.3	10.2	32.4	Highland	1.0	2,170	68.9	42.6	21.4	31.6	8.2	19.4	1.5	6.4
Stamton	7.3	4,129	33.8	11.0	31.0	24.0	24.6	30.6	10.6	34.4	lale of Wight	4.2	3,358	43.1	17.2	27.9	26.6	21.8	33.3	7.2	22.9
Waynesboro	4.6	4,750	26.3	7.4	26.7	18.0	32.9	35.5	14.1	39.1	James City	5.1	2,898	57.8	26.8	20.3	22.4	14.9	28.4	7.0	24.4
Bath	1.9	2,708	56.0	27.7	25.1	29.6	14.1	26.8	4.8	15.9	King and Queen	1.8	2,519	58.7	31.3	26.8	34.0	10.6	21.6	3.9	13.1
Bedford	8.1	3,042	49.1	21.7	27.5	29.0	17.6	29.6	5.8	19.7	King George	2.3	3,335	42.3	17.0	29.1	27.9	20.6	31.7	8.0	23.4
			1.77		1				1		King William	2.2	3,079	50.2	21.9	25.9	27.0	17.6	29.3	6.3	21.8
Bland	1.5	2,640	57.2	29.1	24.7	30.0	14.9	28.8	3.2	12.1	Maria Maria Maria	MICH		1200		100					
Botetourt	4.4	3,140	44.0	18.8	32.1	32.7	18.3	29.9	5.6	18.6	Lancastar	2.7	2,883	55.3	27.5	26.4	31.4	14.2	27.0	4.1	14.1
Brumwick	5.5	2,476	60.6	32.9	25.1	32.4	11.4	23.6	2.9	11.1	Leo	8.6	2,438	56.0	30.8	32.7	42.8	9.7	20.5	1.6	5.8
Buchanan	8.5	3,027	40.1	17.8	41.7	44.1	13.9	23.5	4.3	14.6	Loudoun	6.3	3,260	50.0	20.8	26.4	25.9	15.4	24.2	8.2	29.3
Buckingham	3.2	2,485	61.0	33.0	23.5	30.3	12.1	24.9	3.4	11.8	Louisn	3.3	2,496	59.4	31.9	25.7	32.9	11.9	24.6	3.0	10.8
Campbell	26.0	4,019	37.7	12.6	27.7	22.1	25.0	31.8	9.6	33.5	Lunenburg	4.1	2,992	50.4	22.6	25.9	27.7	17.8	-30.6	5.9	19.1
Lynchburg	17.6	4,173	36.7	11.8	27.1	20.8	25.7	31.5	10.5	35.9	Madison	2.2	2,286	66.1	39.2	22.8	32.2	8.5	19.2	2.6	8.4
Caroline	3.1	2,910	51.9	24.0	27.8	30.5	15.1	26.6	5.2	18.9	Mathews	2.1	2,588	61.3	31.8	20.7	25.6	13.7	27.2	4.3	15.4
Carroll	7.2	2,501	58.7	31.5	28.1	35.9	10.1	20.8	3.1	11.8	Mecklenbury	9.5	3,093	47.9	20.8	27.8	28.8	18.2	30.1	6.1	20.3
Charlette	3.4	2,334	61.1	35.2	27.1	37.1	10.5	23.1	1.3	4.6	Middlesex	2.2	2,377	63.6	35.9	24.1	32.5	9.7	20.9	2.6	10.7
Charles City	1.0	2,685	53.2	26.7	30.5	36.3	12.6	24.0	3.7	13.0	Montgomery	16.2	2,950	52.8	24.0	23.6	25.6	17.9	31.1	5.7	19.3
Chesterfield	17.0	4,533	28.6	8.4	21.7	15.3	36.1	40.9	13.6	35.4	Nansemond	11.7	3,262	48.3	19.9	27.3	26.9	18.3	28.8	6.1	24.4
Clarke	2.1	3,382	43.8	17.4	31.5	29.8	17.0	28.7	7.7	27.1	Suffolk	4.4	3,973	36.8	12.5	27.8	22.4	25.8	32.5	10.1	32.6
Craig	.8	2,346	57.4	32.8	36.1	49.2	4.9	10.8	1.6	7.2	Noison	3.4	2,520	57.2	30.5	28.2	35.9	12.1	24.6	2.5	9.0
Culpoper	4.1	2,834	54.6	25.9	24.9	28.1	14.4	26.0	6.1	20.0	New Kent	1.2	2,863	52.0	24.4	25.1	28.1	19.2	34.4	3.7	13.1
Cumberland	1.8	2,212	70.9	43.1	19.6	28.3	6.1	14.1	3.4	14.5	Newport News.	64.6	4,010	34.4	11.5	25.9	20.6	28.8	36.9	10.9	31.0
Dickenson	5.6	2,946	43.2	19.7	38.4	41.7	14.5	25.2	3.9	13.4	Newport News.	16.7	3,818	35.9	12.6	28.5	23.9	26.3	35.3	9.3	28.2
Dinwiddin	16.1	3,663	41.2	15.1	29.7	26.0	21.0	29.4	8.1	29.5	Hampton	27.5	4,180	32.5	10.5	24.6	19.0	31.1	38.2	11.8	32.3
Petersburg	12.4	3,795	38.6	13.7	30.4	25.7	22.2	28.9	8.8	30.7	Warwick	20.4	3,963	35.9	12.2	25.4	20.5	27.9	38.0	10.8	31.3
Essex	1.7	2,656	59.0	29.8	22.9	27.6	13.3	25.6	4.8	17.0	Nortolk	190.0	3,857	38.2	13.3	25.7	21.3	26.0	34.6	10.1	30.8
Fairfax	43.1	5,765	24.5	8.7	17.7	9.8	30.9	27.5	26.9	57.0	Norfolk	131.6	3,896	38.7	13.4	25.2	20.7	25.5	33.5	10.6	32.4
Faquier	7.1	2,787	57.0	27.6	24.9	28.8	11.9	22.0	6.2	21.6	Portsmouth	36.4	3,570	40.7	15.3	27.1	24.3	24.8	34.9	7.9	25.5
	1	10045			13		1		6		South Norfolk.	3.8	4,046	29.5	9.8	27.8	22.0	32.6	41.3	10.1	26.9
Floyd	3.1	2,217	67.6	41.0	22.5	32.4	7.8	18.6	2.1	8.6	Northampton	5.6	2,494	61.7	33.2	21.9	28.1	13.0	26.8	3.4	11.9
Fluvanna	2.0	2,546	63.4	33.5	19.1	24.0	12.6	25.2	4.9	17.3	Northumberland	2.8	2,870	53.2	24.9	29.9	33.4	11.1	19.8	5.8	21.9
Franklin	6.3	2,603	56.3	20.1	27.6	33.9	12.5	24.5	3.6	12.5	Nottsway	5.3	3,388	42.3	16.8	26.9	25.4	23.0	34.8	7.8	23.0
Frederick	10.4	3,843	39.2	14.4	31.3	27.5	22.0	31.0	7.5	27.1	Orange	3.9	3,233	47.8	19.9	26.6	26.3	18.0	28.5	7.6	25.3
Winchester	5.3	4,032	35.6	11.8	30.0	23.8	24.6	31.3	9.8	33.1	Page	4.3	2,976	50.0	22.6	26.6	28.6	18.9	32.5	4.5	16.3
Giles	5.8	3,848	31.2	10.9	28.9	24.0	31.9	42.5	8.0	22.6	F-10501750	0.30	1			-		1-40		23	
Gloucester	3.2	2,510	59.3	31.7	25.6	32.7	11.4	23.2	3.7	12.4	Patrick	4.1	2,588	57.1	29.8	27.9	34.7	11.2	22.4	3.8	13.1
Goochland	2.1	2,602	57.0	29.5	28.4	34.9	10.5	20.6	4.1	15.0	Pittsylvania	30.4	3,847	38.3	13.4	30.5	25.3	21.9	29.2	9.3	32.1
Grayson	6.1	2,726	54.2	26.7	28.6	33.6	12.6	23.7	4.6		Danville	15.8	4,237	35.3	11.2	29.0	21.0	24.3	29.3	11.5	37.6
Greene	1.2	2,898	52.9	26.4	30.3	38.0	14.3	27.1	2.5		Powhatan	1.8	2,855	55.0		24.8	27.8	13.7	24.5	6.5	21.8
Greensville	4.2	3,034	50.7	22.4	28.6		13.7	23.2	7.0		Prince Edward	5.5	2,582	61.3		20.9	25.9	13.2	26.1	4.6	16.1
	1		1		1		1	135	1		Prince George.	13.5	3,362	45.5		25.4	24.2	21.6	32.9	7.8	24.7
Hallfax	10.6	2,975	52.6	23.8	26.7	28.7	15.6	26.7	5.1	20.8	Hopewell	5.6	3.701	37.3		27.7	24.0	25.9	35.9	9.1	
South Boston	2.1	3.852	33.9	11.8	31.0	25.8	26.5	35.3	8.6		Princess Anne.	20.3	3,595	42.5		26.4	23.5	22.9	32.7	8.1	
Hanever	2000		44.7	17.0	26.7		19.8		8.8		Virginia Beach		4,418	31.4			19.9	27.4		13.7	

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Before using these figures, see explanation page 11.

The same	Total	In-		N	ET IN	COME	GROUI	PS, 195	4					Total	In- come		N	ET INC	OME	GROU	PS, 19	84	
CITIES	Gen- sumer Units (theus.)	per Con- sumer Unit \$	90-2, Units	% In-	\$2,50 Units	0-3,900 % In- come	\$4,000 Wnits	%		0 & Ov			NTIES	Con- sumer Units (theus,)	per Cen- sumer Unit	30-2 Weits	%	\$2,500 % Units	%	01	7-6,990 % In-	\$7,000 White	%
Prince William.	0.1	3,475	45.0	17.4	24.1	22.2	20.5	30.2	10.4		-	Staffer	d	3.6	3,477	_	13.9	31.6	29.1	25.3	37.3	7.1	19.7
Pulaski	8.3	3,626		13.8	32.3	20.6	24.3	34.2	0.2		~ 1			1.8	2,800	61.8	31.9	31.3	26.1	11.1	22.0	5.9	20.0
Pulsaki	3.2	4,100	20.5	9.6	34.5	26.5	27.3	33.4	8.8	30.				3.4	2,637	57.7	29.4	26.3	31.8	11.3	21.9	4.8	16.9
Rappahannock.	1.4	2,106	67.2	41.8	22.5	33.3	9.4	22.2	.0	2.	9		dl	13.1	3,300	36.3	14.4	38.6	36.5	18.4	27.7	6.8	21.4
Richmend	1.8	2,827		20.2	20.6		11.7	22.7	4.6	15.	7	Warren	1	8.0	4,104	31.4	10.3	27.4	21.3	31.7	39.6	9.5	28.8
Reaneke	47.1	4,736	87.8	7.8	26.6		33.1	34.6	14.0	38.	8.	Front 1	Royal	3.1	4,383	26.8	8.2	37.2	19.9	35.3	41.3	10.7	30.6
Rosnoke	34.1	4,816	26.8	7.4	36.8	17.8	32.5	34.6	14.0	40.	5	Washin	ngton	16.1	3,045	49.6	21.8	28.8	29.7	17.0	28.6	8.1	18.8
Flockbeldge	10.2	3,137		22.3	22.6		17.6	28.7	7.7			Bristol		5.4	3,505	41.9	16.1	27.5	25.1	23.1	33.7	7.5	25.1
Flockingham	16.0	3,315	48.3	19.8	26.4		18.5	28.5	6.8	28.	4	Weetm	oreland.	3.2	2,626	58.7	30.0	23.9	29.1	12.6	24.6	4.8	16.3
Harrisonburg	4.8	3,661	48.8	17.2	23.9	20.8	20.0	27.9	9.3	34.	0	Wise		15.1	3,101	41.5	17.9	36.9	38.1	16.6	27.5	8.0	18.5
							1000					Wythe		6.3	3,064	49.5	21.7	29.2	30.5	16.3	27.2	5.0	29.6
Russell	7.0	2,507		31.7	26.1	-	11.6	23.8	3.2	11.	4	Wyther	ville	1.0	3,053	41.4	15.2	28.4	24.8	21.3	29.9	8.9	30.0
Scott	6.8	2,670		28.6	23.7	27.2	16.4	31.6	3.9	12.	8	Yerk		4.2	3,545	36.7	13.9	27.9	25.2	28.0	40.5	7.4	20.4
Shenandeah	6.4	2,700		25.5	30.4		12.5	22.8	4.1	16.	7			-	_	_	-	-		-		-	
Smyth	8.2	2,973		21.9	31.2		18.4	26.5	8.1		1	Total A	Above						40				
Southampton	7.1	2,806		28.3	25.6		13.5	24.7	5.1	19.	8	Citie	E	810.0	4,320	34.1	10.6	26.1	19.3	27.0	31.9	13.8	38.2
Spoteyivania	8.7	3,726	41.3	14.9	24.4		25.6	35.2	8.8		-	-		-	-		-	-		-		-	-
Fredericksburg	6.2	3,807	42.8	15.1	21.9	18.4	25.7	34.6	9.6	31.	9	State T	otal	1171.4	4,015	38.9	13.0	25.9	20.6	23.5	30.0	11.7	36.4
City Aberdeen	-	County		tn	ous.)	F						- 0						(in	TO 1	036			
		ays Ha	rbor		20.1	73	4	FHR 19	A 20	D	10	Ci	-		County		th	8.9	F 40	GM 6	FHR	-	D
Auburn Bellingham Bremerton	Ki	ng hatcom	******		20.1 7.1 35.5 33.3	-			20	6 0 5	-	Centr	alia	La	ewis ewis ittitas.		th	8.9 5.7 8.7	40 28 23	6 6	7 12	16 17	
Bellingham	Ki	ng hatcom tsap	POPI	HAT	7.1 35.5 33.3	73 19 126 79	4 7 13 18	19 7 21 21 21	20 10 3! 28 E BL OME	6 0 5 8	10 3 15 16	Centr	alia	La	ewis ewis ittitas. (Co		th ed or	8.9 5.7 8.7 n page	40 28 23	6 6	7 12	16 17	ANE RTIS-
Bellingham.	Ki	natcom tsap	POP	PLATI ESTI 1/1/8	7.1 35.5 33.3	73 19 126 79	4 7 13 18	19 7 21 21 21 FECTIVE	26 16 33 28 E BL DME IMAT	O S S S S S S S S S S S S S S S S S S S	10 3 15 16	Centr Cheha Ellens	ralia alis sburg	Coun-	ewis ewis ittitas. (Co	ntinu L SAL TIMAT	ed or	8.9 5.7 8.7 n page	40 28 23 e 727	6 6 6	7 12	16 17 13 SALES ADVE IN CONT	S ANI RTIS- IG ROLS
Bellingham Bremerton	Metro politar	ng hatcom tsap	POPI SM	PLATIESTI 1/1/8	7.1 35.5 33.3 ON MATE	73 19 126 79	4 7 13 18	19 7 21 21 21 FECTIV	26 16 35 28 E BL OME IMAT	6 0 5 8	10 3 15 16	Centr	alia	La	ewis ewis ittitas. (Co	ntinu L SAL TIMAT	ES ES TO ands o	8.9 5.7 8.7 n page	40 28 23 e 727	990)	7 12	16 17 13 SALES ADVE	B ANE RTIS- IG ROLS
Bellingham . Bremerton	Metro politar Area	Total (thou sands	POPI	A. (I	7.1 35.5 33.3 ON MATE	73 19 126 79 B Urban- ized Population (thou- nands)	LEFF STH Net Dollar (add 000)	19 7 21 21 21 FECTIV INC EST	26 10 33 28 E BLOME IMAT	Per Gap-ita	10 3 15 16 1954 Per Family	Centr Cheha Ellens Dollars (add 600)	alia alis sburg	County Sales Per Family 4,874	ewis ewis ittitas. (Co REYAL Fond 1,763	L SAL TIMAT FIV n thous	ES ES TO Lands of Pai	8.9 5.7 8.7 8.7 n page	40 28 23 e 727 ROUPS add	090)	7 12 8	16 17 13 SALES ADVE IN CONT	G ANI RTIS- IG ROLS
Bellingham . Bremerton	Metro politar Area	Total (thou sands	POPI 5741 3 00 3 U.S.	MATI ESTI 1/1/8	7.1 35.5 33.3 ON MATE	73 19 126 79 8 Urban- ized Population (thou- nands)	4 7 13 18 EFF	19 7 21 21 21 FECTIV INC EST U.3	26 10 33 28 E BLOME IMAT	Per Gap-ita	10 3 15 16 1854 Per Family 7,386 4,562	Centr Cheha Ellens Dollars (add (66)	alia alis sburg	County Sales Per Family 4,874	ewis ewis ittitas. (Co. REYAL	L SAL FIMAT FIV n thous	ES TO ands o	8.9 5.7 8.7 n page	40 28 23 e 727 ROUPS a add	090)	7 12 8 Drug	16 17 13 SALES ADVE IN CONT	3 ANI RTIS IG ROLS In the
Bellingham Bremerton COUNTIES CITIES Adams	Metro politar Area	Total (thou sands	POPI 9740 U.S. .0 .00 .4 .00 .2 .0	PLATI ESTI 1/1/8 F A. ((7.1 35.5 33.3 ON MATE 166 (ami- 16e (thou- ande)	73 19 126 79 B Urban- ized Population (thou- nands)	4 7 13 18 EFF 5/H	19 7 21 21 21 ECTIV INC EST U.3	26 16 33 28 E BLOME 1MAT	Per Gap-ita 2,308 1,477 1.713	10 3 15 16 1854 Per Family 7,386 4,562 8,800	Centr Chehi Ellens Dollars (add 966) 12,185 8,182 86,558	% U.S.A	County Sales Per Family 4,874	Food 1,763 2,222 18.836	ntinu L SAL FINAT FIV n thous	the	8.9 5.7 8.7 8.7 8.7 8.7 Page Page Furn Heuse- Radio	40 28 23 e 727 ROUPS a add	6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	7 12 8 Drug 232 96 3,659	Buying Power Index	S ANI RTIS- IG ROLS I Qui ity In de
Bellingham Bremerton COUNTIES CITIES Adarma	Metro politar Area	Total (thou sands	POPI 57/41 U.S. .8 .00 .4 .00 .2 .0	DLATI ESTI 1/1/8 F A. ((7.1 35.5 33.3 ON MATE 16 armi- lies throu- ands) 2.5 3.7 29.9	73 19 126 79 B Urban- ized Population (thou- nands)	Net Doltar (add 600)	19 7 21 21 21 FECTIV INC EST U.3	20 10 31 28 E BLOME 11MA7	Per Gapila 1,477 1,713	10 3 15 16 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Centr Chehi Ellens Dollars (add 060) 12,185 6,182 66,588	% dia alia sburg % U.S.A0072 .0038 .0391	County Sales Per Family 4,874	Food 1,763 2,222 18,836	ntinu L SAL FINAT FIV R thous	the	8.9 5.7 8.7 n page b84 DRE GR of dollars Furn House- Radio	40 28 23 e 727 ROUPS a add Aust meti	6 6 6 6 6 6 9 9 9 9 9 9 9 9 9 9 9 9 9 9	7 12 8 Drug 232 96 3,889	SALES ADVE IN CONT Buying Power Index .006 .043	S ANI RTIS IG ROLS I Qui it In de
COUNTIES COUNTIES CITIES Adams Asotin Benton Pasco- Kennerich-	Metro politar Area	Total (thou sands	POP(2/4) 0 U.S. .8 .90 .4 .00 .9 .00	PLATI ESTI 1/1/8 F A. ((7.1 35.5 33.3 ON MATE 166 (ami- 16e (thou- ande)	73 19 126 79 B Urban- ized Population (thou- nands)	4 7 13 18 EFF 5/H	19 7 21 21 21 INC. EST 0 U.S. 1970 .1 441 .1 .1 .1 .1 .1 .1 .1 .1 .1 .1 .1 .1 .1	26 10 33 28 E BL OME 11MA 11 30 14 14 14 14 16 16 16 16 16 16 16 16 16 16 16 16 16	Per Gap-ita 1,477 1,713	10 3 15 16 3 1984 Per Family 7,386 4,562 5,800	Centre Cheha Ellens Dollars (add 960) 12,185 6,182 66,558	% U.S.A	County Sales Per Family 4,874	Food 1,763 2,222 18.836	ntinu L SAL FINAT FIV n thous	the	8.9 5.7 8.7 n page DRE GR dollars Furn House- Radio 222 3,136	40 28 23 23 23 26 727	6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	7 12 8 Drug 232 96 3,659	Buying Power Index	S ANII RTIS IGROUS IN
Bellingham Bremerton COUNTIES GITIES Adams	Metro politar Area	Total (thou sands	POPI SAA U.S. .0 .4 .0 .0 .0 .0 .0 .0 .0 .0 .0 .0	DLATI ESTI 1/1/8 F A. (()	7.1 35.5 33.3 300N MATE 16 (ami- lies thou- ands) 2.5 3.7 29.9	73 19 126 79 B Urban- ized Population (thou- nands)	4 7 13 18 EFF SM Net Dollar (adil 600) 18,4 16,1 118,1	19 7 21 21 21 INCC EST INCC ES	26 10 33 28 E BL DOME I MAT 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Per Gapila 1,898 1,872 1,898 1,872	10 3 15 16 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Centr Chehi Ellens Dollars (add 060) 12,185 6,182 66,588	% of U.S.A	County ty Sales Per Fam- ily 4,874 1,665 3,185	Food 1,763 2,222 18.834 0,007	ntinus L SAL FIV n thous Gene Mds	th the the the the the the the the the t	8.9 5.7 8.7 n page b84 DRE GR of dollars Furn House- Radio	40 28 23 23 e 727 ROUPS - add Australia - 10 10 10 10 10 10 10 10 10 10 10 10 10 1	090) 090) 0-0-10-10-10-10-10-10-10-10-10-10-10-10-	7 12 8 Drug 232 96 3,689	SALES ADVE IN CONT Buying Power Index	3 AN RTIS IG ROL I Quantification of the state of the sta

WALLA WALLA WASHINGTON

THE KEY CITY

in the market area of SOUTHEASTERN WASHINGTON and NORTHEASTERN OREGON

Inquiries for industrial and business information invited.

Chamber of Commerce P. O. Box 357, Walla Walla

hambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

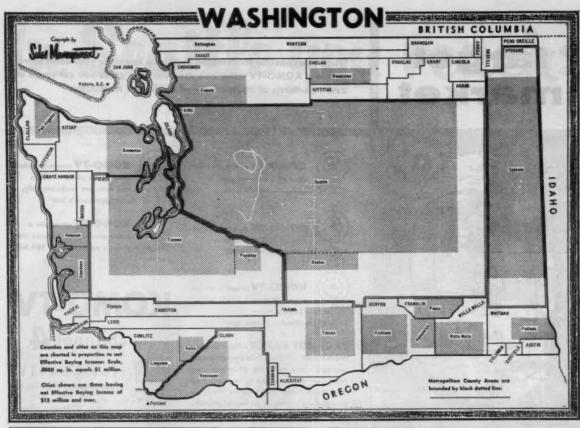
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See explanation of "Potential Metropolitan County Areas," pages 155, 156

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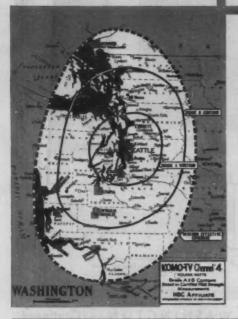


The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT	и- Т.						WASH	INGT	NC	_ (Con	tinu	ed)
(Continued from rage 726)	Pop.	N	UMBEI	R OF O	UTLET	s		Pop.	N	UMBE	n of O	UTLET	5
City County	thous.)	F	GM	FHR	A	D	City County	thous.)	F	GM	FHR	A	D
Everett Snohomish	34.1	129	- 15	33	32	17	Olympia Thurston.	17.0	64	8	19	29	1
Hoquiam Grays Harbor	11.3	42	5	7	4	9	Pasco Franklin.	15.0	18	3	9	13	1
Kelso Cowlitz	9.1	34	4	10	8	4	Port AngelesClallam	12.1	39	7	10	19	10
Kennewick Benton	13.9	24	5	13	18	3	Pullman	11.6	16	4	8	8	1
Longview Cowlitz	23.3	33	10	11	22	8	PuyallupPierce	10.6	34	7	13	15	
Mount VernonSkagit	5.5	23	11	10	17	6	(Con.	tinued on pa	ge 732	?)		,	
O SM, 1955.		11.0	-	-				Before using thes	e figure	5. 589	explanal	ion na	er 11



target

When you consider Washington State as a target for your sales drive, consider KOMO-TV—the one medium that gives you coverage of over two-thirds of the market—all of Western Washington.



KOMO-TV covers a market area of 1,816,441 people 71% of Washington State's total

KOMO-TV covers a market area of 605,480 families 71% of Washington State's total

KOMO-TV covers a market area with over 3 billion dollars of effective buying income

FACT NOT FANCY—These contours are the result of actual field strength measurements—not estimates of engineering data. They are confirmed by our daily mail count which proves that Western Washington people can view and do view KOMO-TV.

KOMO-TV covers a market area where almost 2 billion dollars in retail sales are made annually.

67% of Weshington State's total

KOMO-TV gives you a bonus coverage in Canada and Oregon that totals an additional 583,367 people i

KOMO-TV

N B C

for SEATTLE and Western Washington

Represented by Geo. P. Hallingbery

WASHINGTON - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Mana	O O	POPULA ES 1/1	TION TIMATI	ES	407A	TIVE B	Ē				0	773	MATES	1954 -			ADVER INC	TIS-
COUNTIES	Metro- politan Area	Total	500	Fami-	Urban- ized	Net	%	Per	Per	Dollars	% of	Coun-	(in		ORE GRO				Qual-
		(theu- sands)	U.S.A.	(thou- namin)	Pepu- lation (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Clallam		28.7	.0164	8.6	12.1	44,589	.0177	1,688	5,182	33,156	.0195	3,855	9,502	2,880	1,310	8,651	738	.0180	110
Port Angeles		12.1	.0074	3.9		23,310	.0093	1,926	5,977	24,340	.0143		6,473	2,416	1,118	5,999	484	.0104	141
Clark	111	90.2	.0655	28.6	50.6	137,950	.0649	1.529	4,823	71.842	.0423	2.512	19,808	4,906	3,560	18,154	1.788	.0513	92
Vancouver		43.1	.0265	13.5	CON I	71,052			5,263	49,086	.0289	Win	11,689	3,855	2,915	13,414	1,336	.0281	106
Columbia	1	4.3	.0026	1.4	2.7	8,540	.0027	1.521	4.871	4,780	.0028	3,400	1,061	473	174	335	140	.0027	104
Cowlitz		58.1	.0367	18.2		101.342			5,568	61,587	.0362		13.985	6.940	2,849	13,004	1.862	.0381	107
Longview		23.3	.0143	7.3		46,877	1000		6,422	35,942	.0212		6,463	5,336	1,331	10,190	1.077	.0186	130
Kelso		9.1	.0056	2.5		17,721			6,111	14,601	.0086		4,206	896	1.313	1.163	350	.0073	
Douglas		12.1		3.7		18,827			5,088	8,898	-	2,405	2,006	146	75	1,483	59	.0008	
Forry	NO	3.5	.0021	16		4.342	.0017	1.241	4.824	2,080	.0012	2,288	754	369	2.00	187	52	.0017	81
Franklin		20.8	.0128	6.7	16.7	39,766			5.935	33,936	.0200	5,065	7,487	443	3,008	8.923	1,155	.0165	129
Pasco (See Pasco- Kennewick- Richland)		15.0	.0092	4.0		29,966			6,514	31,127	.0183		6,673	443	2,703	8,923	898	.0133	145
Garfield		3.2	.0028			5,871	.0023	1,835	6,523	3,878	.0023	4,309	424	208	83	884	114	.0022	110
Grant	A Breed	32.2	.0198		13.5	02,960	6081		6.771	30,491	.0232	4,248	11,583	897	1,676	4,987	1,188	.0235	110
Grays Harber		52.8			31.4	90,101		1	5.G90	59,693			15,815	4,291	3,438	14,007	1,327	.0350	
Aberdeen		20.1			2000	38,934			5,643		.0201		5,592	2,486	2,586	10,888	715	.0163	-
Hoguiam		11.3				20,641			5,579	34,291 9,818			4,038	434	524	264	346	.0072	
Island		13.4				18,000			4,402	10,749	10000		3,330	545	186	1,005	284	.0072	
		1		-	1	1000		1,000		10,140		.,022	W,			.,			-
Jefferson		11.0	.0066	3.	8.8	17,111	.0000	1,580	5,185	7,803	.0048	2,304	2,862	341	319	1,163	101	.0062	
King		782.5	.4813	265.	8.000	1,582,761	18302	2.023	5.955	957,310	.5630	3,802	218,030	154,480	49,475	164,632	27,804	.5003	121
t≜Seattle		552.2		187.		1,219,963			6,500	802,859	.4722		162,891	148,408	40,537	143,452	22,874	.4525	133
Renton		17.2		1		28,793			5,537	26,581	.0150	3	8,871	1,348	1,034	6,132		.0126	
Auburn	1	7.1	.0044	3.	61	13,007	.0052	1,83	5,420	16,826	.0091		4,318	921	621	5,179	437	.0065	148

2 Genl. Mass. sales include mail order catalog sales. See page 20.
A and A Sae and of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

€ SM, 1955.

In Seattle you reach:



OF SEATTLE'S TOP INCOME FAMILIES and 117,000 out of 226,200

...from the independent study of newspaper circulations in Seattle's new, enlarged A. B. C. City Zone by the nationally recognized newspaper research organization, Dan E. Clark II & Associates.



HOUSEHOLDS EXCLUSIVELY WHEN YOU ADVERTISE IN...

The Seattle Times

SEATTLE'S ACCEPTED NEWSPAPER

Represented by O'MARA & ORMSBEE, INC. . New York . Detroit . Chicago . Los Angeles . Sen Francisco

In Seattle, Tacoma and the Puget Sound Area



S KILLING CHANNEL ELEVEN

316,000 WATTS

BASIC

ANTENNA HEIGHT

Of all television stations in the fabulous Puget Sound area, only KTNT-TV covers all 5° in its "A" Contour.

*Seattle, Tacoma, Everett, Bremerton, Olympia

KTNT-TV, Tacoma 5, Washington * Represented Nationally by WEED TELEVISION

WASHINGTON - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-	0	POPULA ES 1/1	ATION TIMATI	E8	697A	TIVE B	E .				O O	TTO.	L SALES	-1954			SALES ADVER INC CONTR	RTIS-
COUNTIES	politan Area	Total	01	Fami-	Urban- ized	Not	OF.	Por	Por	Deliara	0/_	Coun-	(ir		ORE GRO			Buying	Oual-
		(thou- sands)	U.S.A.	lies (thou- sands)	Popu- lation (thou- nands)	Deliars (add 000)	U.S.A.	Cap- ita	Fam- lly	(add 000)	of U.S.A.	Sales Per Fam- ily	Food	General Mdes.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Kitnen		87.8 33.3		20.8		142,049 00,590		1,618		80,403 54,141	.0473	2,792	24,525 13,361	8,901 5,954	3,886 2,694	13,227 11,005	2,828 2,222	.0533	
Kittitaa Elleneburg		21.8 8.7	.0054	2.8		33,189 15,148	.0000	1,821 1,741	5,826	23,399 17,082	.0138		5,400 3,373	1,273 774	1,816 890	5,043 3,939	487 308	.0134	131
Kiicklint Lowle		11.7 43.3	2000	14.2		18,595		1,418		11,494 51,176	.0067		3,048 11,828	4,370	346 2,703	1,974	1,217	.0067	
Chehalis		14.6 8.7	.0090	4.0		#8,770 9,466	.0038	1,688 1,661	4,982	88,987 18,526	.0109		6,998 3,254	3,515 2,264	8,490 1,087	9,638 5,443	770 408	.0059	169
Centralia	20	10.5	.0085	3.0		14,304		1,807		18,411	.0108		3,734 2,579	1,551	1,403	4,189 2,348	362	.0072	
Miseon Okanogan		16.0 29.8	.0008	5.1 9.0	5.4	24,702 30,422		1,544		13,122 24,908	.0077	2,573	3,760 6,861	1,613 1,848	734 1,679	2,157 5,216	154 875	.0091	93 87
Pacific		15.9 7.9	.0098	5.5 2.5	0.00	22,580 10,149		1,418 1,286		14,906 8,161	.0086		4,506 1,903	1,348 303	617 267	2,391 1,006	319 282	.0091	84
ATacoma Puyallup		304.6 154.7 10.6	.1873 .0952 .0065	52.9		815,063 269,478 10,147	.1073	1,001 1,742 1,523	5,094	271,723 213,436 15,228	.1508 .1256 .0089	2,989	67,168 44,385 3,359	27,349 24,573 1,259	14,294 12,763 890	59,034 52,113 3,609	7,483 5,899 495	.1879 .1104 .0072	116
San Juan		3.2	.0020	1.2		4,452	.0018	1,301	3,710	2,301	.0014		651	390	84	316	37	.0017	85
Mount Vernon. Skamanla		5.5 4.7	.0034			59,921 10,313 6,383	.0041	1,362 1,875 1,358	6,440	51,645 23,167 2,167	.0303 .0130		12,913 3,307 1,661	4,449 3,365 80	2,061 820 30	7,315 4,202 161	1,003 399 39	.0265 .0066 .0022	194
Snehemish	192	130.6			- aana	202,799 60,920		1,663 1,787		129,733 79,187	.0763	2,982	34,292 18,489	12,910 10,526	5,850 3,852	28,157 19,626	2,990 1,822	.0794	
ASpokane		244.8 179.1	.1508	80.0 59.9	205.0	440,988 341,808	.1758	1, 801 1,908	8,512 5,706	288,232 267,036	.1895	2 2	58,158 48,867	42,292 41,747	13,488 12,460	84,353 57,499	8,808 7,836	.1007 .1355	112 -123
Thurston		18.3		15.7		19,983 78,363		1,088	1	13,891	.0002		3,364	2,300	2,392	2,994 8,580	1,025	.0087	102
Olympia Wahkiakum		17.0	.0021	.1		36,846 4,429	.0018	2,167 1,303	4,921	35,237 1,682	.0000	1,636	7,599	2,448 106	2,249 65 2,928	7,614	768 29 1,508	.0157	76
Walla Walla Walla Walla	1	42.8	1			74,358 47,433		1,750		81,018 46,307	.0300	3,906	9,908 8,307	5,515 5,013	2,487	10,395	1,406	.0208	139
Whatcom		35.5 31.6	.0218	12.3		96,706 58,974 60,983	.0235	1,431		98,933 67,375 32,791	.0396		20,838 13,917 7,369	9,636 5,623 1,965	4,584 4,095 1,387	16,732 13,303 6,435	2,229 1,706 1,182	.0280	128
Pullman		11.6	1			23,474			9,028	11,744	.0069	3,013	3,335	721	732	1,945	308	.0081	

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

How to Get Metropolitan Newspaper **Coverage in Washington State**



TACOMA MARKET

The rich Tacoma market is adjacent to, but does not overlap the Seattle market. Seattle and Tacoma are but 30 miles apart, yet each city is the trading center of two distinct and separate markets. These two markets contain more than half the state's population, more than half the state's retail sales and more than half the state's buying income. Tacoma's trading area contains 400,000 able-tobuy people, having average incomes well over the national average.

No Seattle newspaper, nor combination of Seattle newspapers is circulated in the Tacoma market in sufficient quantities to influence buying. The Tacoma News Tribune has 97% coverage in the city zone; 94% coverage in Pierce County; 70% coverage in the four-county area which makes up the Tacoma market.

BECAUSE OF THE REASONS STATED ABOVE, THE TACOMA NEWS TRIBUNE BELONGS ON EVERY ADVERTISER'S "A" SCHEDULE!

SEATTLE MARKET The Seattle market is the most

populous area of the state. This market, together with the Tacoma market, accounts for more than half the population of the state, and for more than half the business in the state. To get newspaper coverage in the Seattle market, use one of the two Seattle daily newspapers.

SPOKANE MARKET The Spokane market is large in

area, it is isolated, sparsely populated, and largely agricultural. Newspaper coverage is obtained in this area through the columns of the two associated daily newspapers in Spokane.

SOUTHWEST WASHINGTON MARKET This market is small in area and small in population. It is really a part of the Portland (Oregon) market, and is best covered by the two Portland daily newspapers, and by the Vancouver, Washington daily newspaper.

COMPARE THE MARKETS!

	POPU- LATION % of State	BUYING INCOME % of State	RETAIL SALES % of State	FOOD SALES % of State
Seattle Market	41.6	45.1	43.7	44
Tacoma Market	15	14.7	12.9	13.4
Spokane Market	14.8	15.1	15.1	13.7
S. W. Wash. Market	6.7	6.1	5.4	6

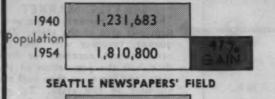
Tacoma News Tribune

TACOMA, WASHINGTON

SAWYER FERGUSON WALKER COMPANY

IN GREATER WESTERN WASHINGTON ONLY THE MORNING NEWSPAPER FIELD HAS **KEPT PACE WITH POPULATION GROWTH!**

chart shows percentage of field gain, 1940-1954



1940 102,806 Morning 1954 188,602

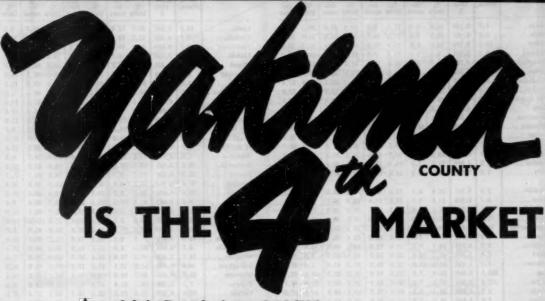
Times and Star Times bought Star 174,765 1940 circulation in 1947 Evening 204,260 1954

In the important Seattle-Greater Western Washington market, the morning field has kept pace with the great population growth since 1940. In this same period, retail sales grew from 523 million to over two billion dollars-a gain of 293.7%! Aware of this amazing gain, alert merchants recognize the morning and Sunday Post-Intelligencer as the major newspaper . . . the one which is growing right along with the market . . . and are placing more and more retail advertising in the P.I. National advertisers can profit by this example. Balanced distribution and depth of penetration means the P.I delivers better selling coverage of more people in more towns than any other newspaper in Washington.

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

WASH	IN	GTO	N-	- (C	onti	nued)								1	The "SM" sive estim	" symbols ates by S	mark o	riginal, ANAGEN	exclu-
(Continued	from	page 7.	27)	Pop.	N	UMBER OF	OUTLI	ETS			Tival	a Via	3 11		Pop.	Numb	ER OF	OUTLETS	
City	C	ounty		thous.)	F	GM FH	R A	I)	C	ity		County		thous.)	F GM	FHR	A	D
Renton Richland Seattle Spokane Sunnyside	Ben Kin			17.2 13.9 552.2 179.1 5.1	1,391 415 17	150 20	98 19 92 8	1 2	6 21 57 2	Vano Walls Wens	tchee.		Pierce Clark Walla Wa Chelan Yakima		154.7 43.1 25.5 15.5 41.5	70 1 59 1 45 1	14 82 12 19 10 22 10 14 14 27	29 20 20 20	57 11 8 8 22
		O.	POPULA ES 1/1	TION TIMATE	3	Malla I	TIVE B			elyed Nov a	2 10	•	2///	L SALES	-1954	AT HER	The reference	SALES ADVER INC CONTR	3
COUNTIES	Metro- politan Area	Total	01	Fami-	Urban- ized	Net		Per	Per	Deliars		Goun-	(lin		TORE GRO		91.79	Buying	Ousi
		(thou- sands)	of U.S.A.	ties (thou- sands)	Popu- lation (thou- sands)	Dollars (add 900)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdae.	Furn House- Hailin	Auto- motive	Drug	Power Index	ity in- dex
Yakima	232	144.7 41.5 5.1	.0000 .0255 .0031	44.6 13.8 1.7	00.2	196,368 73,481 9,007	.0293	1,771	4,414 5,325 5,298	155,642 93,513 16,042	.0015 .0550 .0095	3,400	36,297 15,520 3,188	14,790 12,212 889	6,747 4,672 939	34,152 26,502 3,787		.0044 .0363 .0053	143
Total Above Cities		1,345.7	.8279	448.0		2,662,450	1.0604	1,978	5,943	2,115,298	1.2440		436,617	295,288	111,338	450,622	61,360	1.0694	129
State Tetal	7.5	2,568.2	1.5797	830.3	1660.9	4,480,047	1.7840	1,744	5,390	2,828,554	1.0635	3,407	672,206	333,077	132,909	543,158	79,968	1.7070	108
WASH	IN	GTO	N-	- J	W)	Metrop	olita	n (Cou	nty A	eas								
Seattle	134 128 146	782.5 244.8 304.6	.4813 .1506 .1873	80.0	000.9 205.0 205.0	1,582,781 440,968 515,063	.1755	1,801	5,958 5,512 5,000	957,316 383,232 271,723	.1005	3,802 3,803 2,989	218,039 58,156 67,168	184,488 42,292 27,340	46,475 33,488 34,264	164,532 64,353 59,034	27,804 8,608 7,463	.5803 .1887 .1879	112
△Bellingham., △Everett △Yakima	176 192 232	00.9 130.6 144.7	.0412 .0003 .0000	22.3 43.5 44.6	86.9	95,706 202,790 106,868	.0808	1,563	4,292 4,862 4,414	68,033 129,733 158,642	.0763	4,396 2,962 3,400	20,838 34,292 36,297	9,636 12,910 14,790	4,584 5,060 6,747	18,732 26,157 34,152	2,990	.0448 .0794 .0844	99
Total of Areas	-	1.674.1	1.0007	847 1	1002 7	3,034,164	1 2001	1 819	E 846	1 000 670	1 1179	3 474	434,790	261,454	90,628	364 960	53.307	1.1453	111

IN THE STATE OF WASHINGTON



- ▲ 4th in Population—144,700
- 4th in Effective Buying Income—\$196,868,000
- A 4th in Total Retail Sales—\$155,642,000
- 4th in Food Sales—\$36,297,000
- ▲ 4th in General Merchandise Sales—\$14,790,000
- 4th in Furniture, Household, etc.—\$6,747,000
- 4th in Automotive Goods-\$34,152,000
- ▲ 4th in Liquor Sales—\$2,306,109

The Bountiful Triangle

in South Central Washington State
150 miles from Seattle and Tacoma
200 miles from Spokane
No other advertising medium can influence
this \$196 million buying power in the Bountiful Triangle as fully as these newspapers.

The Jakima Daily Republic Yakima Morning Herald Represented Nationally by

WEST-HOLLIDAY COMPANY, Inc.



THE FRUIT BOWL OF THE NATION

WASHINGTON — (SM) Income Breakdown of Consumer Spending Units

901	Total	In-	18		ET IN	COME	GROU	PS, 19	154	03		Total	In- come	10	N	ET IN	COME	GROU	PS, 19	54	
COUNTIES	Con- sumer Units (thous.)	por Con- sumer Unit \$	30- Wnita	2,499 % In-	\$2,500 % Units	% In-	\$4,000 Units	-6,999 in- come	\$7,000 % Units	& Over	COUNTIES	Gen- sumer Units (thous.)	per Con- sumer Unit \$	\$0-1 % Units	2,488 % In- come	\$2,500 Units	3,999 n- come	\$4,000 Units	6,990 70 In- come	\$7,000 White	& Ove
Adame	2.7	6,838	21.6	4.4	17.5	8.4	34.4	26.5	26.5	60.7	Lewis	15.3	3,938	36.9	12.9	24.9	20.8	20.0	38.7	9.2	27.6
Acatin		4,461	30.3	9.4	21.3	15.7	34.8	41.0	13.6	33.0	Chehalis	2.1	4,480	33.7	10.4	23.4	16.5	30.0	35.1	13.9	38.0
Benton		5,174	15.0	4.0	16.9	10.8	45.7	46.4	23.4	36.8	Centralia	3.7	3,888	39.9	14.1	22.8	19.3	27.0	36.4	10.3	30.2
Richland		5,681	8.9	2.2	12.2	7.0	51.4	47.6	27.8	43.2	Lincoln	3.5	7,008	24.1	4.7	19.4	9.1	27.2	20.5	20.3	85.7
Kennewick		4,781	19.7	5.7	20.9	14.4	41.7	48.2	17.7	33.7	Mason	8.7	4,350	37.7	8.8	20.4	15.4	40.2	48.6	11.7	27.2
Chelan.		4,507	28.6	8.8	26.6	19.4	32.9	38.4	11.9	33.4	Okanogan	9.5	4,148	29.3	9.7	26.1	29.7	33.2	42.2	11.4	27.4
Wenatchee		4,751	28.3	8.2	23.5	16.3	84.4	38.1	13.8	37.4	Paolie	5.6	4,010	34.9	12.0	23.4	19.1	30.4	40.0	11.3	28.9
Clallam		4,784	27.1	7.8	22.3	15.3	35.7	39.3	14.9	37.6	Pend Oreille	2.6	3,833	35.9	12.9	30.4	17.5	35.7	48.0	8.0	20.6
Port Angelos		6,151	25.8	8.8	18.4	11.7	38.3	30.1	18.6	42.4	Pierce	126.8	4,060	40.1	13.6	19.7	15.9	29.0	37.6	11.2	32.9
Clark		4,588	27.8	8.4	22.1	15.8	37.8	43.2	13.3	32.6	Tacoma		4,506	30.5	9.1	21.3	15.2	34.4	30.5	13.8	36.2
Vancouver	15.0	4,733	25.1	7.3	22.2	15.4	30.8	44.3	12.9	33.0	Puyallup	3.8	4,256	34.4	11.2	10.2	14.8	35.2	43.5	11.2	30.5
Columbia		4,431	33.8	10.5	24.6	18.2	27.3	32.4	14.4	38.9	San Juan	1.2	3,611	37.1	14.2	33.4	30.4	23.8	33.2	6.7	22.2
Cowlitz		5,138	23.0	5.9	21.1	13.5	41.3	42.2	18.7	38.4	Skagit	14.3	4,204	34.4	11.3	23.6	18.5	31.0	38.7	11.0	31.5
Longview		5,878	16.8	4.1	18.7	10.8	45.8	42.4	18.7	42.7	Mount Vernon.	2.2	4,618	32.0	9.5	20.4	14.8	34.4	30.3	13.2	38.7
Kolas		4,720	25.6	7.8	23.7	18.5	36.3	40.3	14.4	35.7	Skamania	1.7	3,781	34.4	12.5	28.3	24.5	28.4	39.7	8.9	23.3
Douglas		4,911	25.5	7.2	25.8	17.2	30.6	32.8	18.1	42.8	Snohemish	46.6	4,352	33.1	10.2	22.1	16.7	34.9	42.2	10.9	30.9
Porry	1.2	3,585	41.3	15.8	26.5	24.3	25.2	37.8	7.1	22.9	Everett	13.5	4,584	31.6	9.7	19.8	14.5	36.9	43.1	11.7	32.7
							1				Spokane	92.4	4,770	29.1	8.4	20.5	14.2	35.0	38.8	15.4	38.8
Franklin		5,261	21.4	8.6	21.5	13.4	38.2	38.3	18.9	42.7	Spokane	70.4	4,856	28.3	8.0	20.3	13.8	35.4	38.3	16.0	39.9
Pasco		5,213	21.5	5.7	31.3	13.4	38.4	38.8	18.8	42.1	Stevens	5.8	3,442	41.5	16.6	26.2	25.0	25.7	39.4	6.6	19.0
Garffeld	11.1	8,242	25.1	6.6	25.1	18.7	28.5	28.6	21.3	49.1	Thurston	16.8	4,673	28.5	8.4	21.8	15.3	35.7	40.3	14.0	30.0
Grant	12.5	5,056	25.1	6.8	19.6	12.7	38.6	40.2	16.7	40.2	Olympia	6.9	5,336	23.9	6.2	20.2	12.4	37.0	36.5	18.9	44.9
Grays Harber.,	19.5	4,825	28.4	8.5	21.1	15.0	37.3	42.3	13.3	34.2	Wahkiakum	1.1	3,872	32.9	11.7	28.8	22.8	30.6	41.6	9.7	23.9
Aberdeen	8.0	4,889	27.7	7.8	19.8	18.3	37.4	40.3	15.1	38.6	Walla Walla	15.9	4,672	31.3	9.2	23.2	18.4	31.7	35.7	13.8	38.7
Hoquiam	4.3	4,837	24.1	6.9	18.9	12.8	42.3	45.9	14.8	34.4	Walla Walla	9.7	4,882	29.5	8.3	21.7	14.6	33.4	36.0	15.4	41.1
loland	5.4	3,373	46.1	18.8	22.8	22.2	24.1	37.7	7.0	21.3	Whatcom	24.1	3,900	36.1	12.5	24.4	20.2	30.0	39.0	9.8	27.4
Jefferson		3,500	41.2	15.9	23.5	21.6	28.0	41.4	7.3	21.1	Bellingham	14.4	4,106	35.9	12.1	31.9	17.5	31.9	40.9	10.3	29.5
King		5,049	26.4	7.2	19.9	13.0	36.2	37.7	17.5	42.1	Whitman	13.7	4,453	41.7	12.9	19.6	14.4	24.3	28.8	14.4	43.9
Seattle		5,034	27.3	7.5	20.1	13.1	35.1	36.7	17.5	42.7	Pullman	7.1	3,306	56.1	23.4	17.8	17.7	17.6	28.0	8.5	30.9
Renton		4,880	20.1	5.7	20.3	13.7	45.1	48.6	14.5	32.0	Yakima	48.6	4,229	34.2	11.2	25.2	19.8	30.1	37.4	10.5	31.8
Auborn		4,948	25.7	7.2	17.5	11.6	40.7	43.3	16.1	37.9	Yakima	15.8	4,725	30.7	9.0	21.7	18.1	33.5	37.2	14.1	38.7
Kitsep	32.2	4,407	29.4	9.2	20.3	16.2	39.3	48.9	11.0	28.7	Sunnyside	1.7	8,252	27.8	7.3	19.3	12.1	35.2	35.2	17.7	45.4
Bremerton	12.4	4,882	22.3	8.3	19.7	13.3	44.2	47.8	13.8	32.8			-	-		-		-		-	
Kittitae	8.6	3,800	38.4	13.7	21.5	18.3	30.7	40.4	10.4	27.6	Total Above	546.8	4,000	38.0	7.9	20.3	13.7	85.7	38.6	16.0	30.8
Ellensburg		3,744		16.2		14.9			10.6					-		-				-	-
Klickitat	4.1	4.017	21 7	10.9	98 6	91 0	31 9	40 9	10.3	98.9	State Total	967.3	4 831	30.3	9.0	91.1	18 0	94 9	38 0	1 14 9	37 1

WEST VIRGINIA — Counties and Cities — (Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia,)

	000	Pop.	N	UMBE	E OF O	UTLET		I MARKET	Silver of the	Pop.	N	UMBR	R OF O	UTLET	5
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Beckley	Raleigh	20.8	50	13	29	24	8	Morgantown	Monongalia	27.0	82	7	20	24	1:
Bluefield	Mercer	21.7	56	11	22	19	13	Moundsville	Marshall	15.1	62	5	7	16	3
Charleston	Kanawha	74.9	298	25	66	61	48	Oak Hill	Fayette	4.6	22	9	10	17	1
Clarksburg	Harrison	32.8	124	10	22	29	17	Parkersburg	Wood	42.0	128	12	26	47	14
Elkins	Randolph	9.2	35	4	9	16	3	Princeton	Mercer	8.8	41	3	13	11	
Fairmont	Marion	30.6	124	11	18	32	11	South Charlesto	n. Kanawha	20.1	53	5	13	9	1
Huntington	Cabell	91.5	369	23	49	55	43	Weirton	Hancock	24.5	78	6	11	14	
Logan	Logan	5.2	22	11	12	6	3	Welch	McDowell	6.7	26	6	15	15	4
Martinsburg.	Berkeley	15.8	83	5	13	18	. 8	Wheeling	Ohio	61.2	298	16	31	32	26
Montgomery.	Fayette	3.4	20	2	7	7	3	Williamson	Mingo	8.8	44	6	14	14	

	Metro-		POPULA ES 1/1		ES	ALCON !	TIVE B	E				Œ	772	L SALES	-1864			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	07.	Fami-	Urban-	Nat	%	Per	Per	Dellars	%	Coun-	(h	FIVE S'	ORE GRO		3741	Buying	Ouni
		(thou- sands)	of U.S.A.	(thou- sands)	Popu- lation (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- liy	(add 998)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Barbour		18.8	.0116	4.8	2.4	16,433	.0065	874	3,424	8,938	.0041	1,445	2,807	625	280	997	176	.0068	59
Berkeley		29.3	.0180	8.3	15.8	36,847	.0147	1,258	4,439	24,538	.0144	2,956	8,804	1,755	1,244	5,063	829	.0153	85
Martineburg		15.8	.0097	4.8		22,925	.0091	1.461	4,770	21,811	.0128	1	5,307	1.577	1,244	8,797	829	.0103	106
Boons		33.6	.0208	7.7		33,500	.0134	994	4,364	17,527	.0103	2,276	5,217	2,974	1,007	2,879	343	.0139	67
Draxten		16.1	.0009	3.9		11,598	.0046	720	2,974	7,632	.0045	1,957	2,068	754	488	2,258	244	.0057	58
Brooke	158	26.0	.0100	7.1	13.4	39,106	.0156	1,507	5,519	15,738	.0093	2,217	5,565	678	797	4,293	374	.0138	86

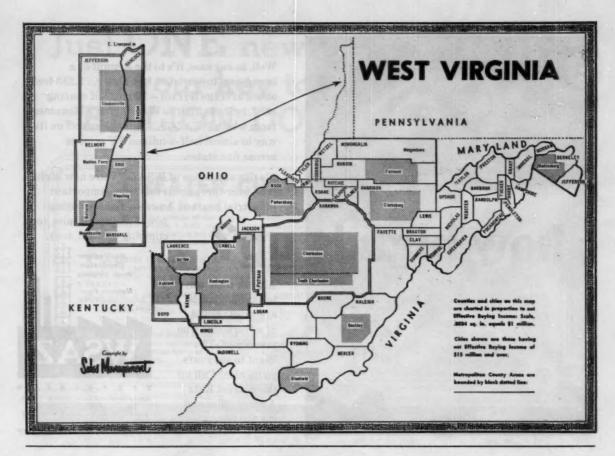
WHAT THE TRIANGLES STAND FOR . . .

The solid black triangles in these tables and footnotes refer to Standard Metropolitan Areas.

The open triangle indicates SALES MANAGEMENT "Potential" areas.

C SM, 1955.

Before using these figures, see explanation page 11.



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Well, in our case, it's to the summit of a brand-new tower 1,100 feet high . . . 1,253 feet above average terrain — 200 tons of soaring steel, twice as high as Washington's Monument, from which WSAZ-TV's signal leaps off on its way to almost half-a-million TV screens across five states.

Clarity and range of WSAZ-TV are now higher than ever throughout this whole important industrial heart of America (where buying

power and retail sales keep climbing upward, too).

<u>up?</u>

Also on their way to skyhigh levels are sales results of advertisers who use WSAZ-TV. Want to see yours go up also? Call up the nearest Katz Agency office and get the facts today.



TELE VI A

also agiliated with Rado Statione WSAN,
Huntington WGKV, Charleston
Lawrence H. Ropers, Vice President and
General Manager, WSAZ, Inc.
represented nationally by The Kats Agency

WEST VIRGINIA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

1997	Metro	_	POPULA ES 1/1	TIMATI	ES	A977	TIVE B	E		1		0	777	L SALES	1904	of some		SA LES ADVER INC CONTR	TIS-
COUNTIES	pelitan Area	Total	%	Fami-	Urban- ized	Net	%	Per	Per	Dellars	3	Coun- ty	(ir		TORE GRO		7-11	Buying	Qual-
		(thou- eands)	U.S.A.	(thou- sands)	Popu- lation (thou- mands)	Dollars (add 009)	U.S.A.	Cap- ita	Fam- ily	(add 000)	u.s.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Cabell	88	111.0	.0683	33.6	88.3	164,561	.0655	1,483	4.898	123,779	.0728	3,684	26,250	15,978	7.211	25,621	3.813	.0682	100
2▲Huntington		91.5	.0563	28.0		145,313	.0579	1,588	5,190	118,448	.0607	1	24,445	18,203	7,022	25,164	3,652	.0611	109
Calhoun		9.0	.0055	2.2		5,851	.0023	850	2,680	2,333	.0013	1,000	687	162	107	740	67	.0026	47
Clay	1 - 1	14.3	.0088	3.2		11,104	.8045	781	3,383	4,688	.0028	1,415	574	982	84	358	39	.0049	56
Deddridge	100	8.3	.0081	2.1		6,811	.0027	821	3,243	3,369	.0020	1,804	1.042	358	108	470	32	.0030	59
Fayette	25	70.2	.0488	19.5	9.4	89,710	.0357	1,133	4,601	54,714	.0322	2,806	11,908	13,287	3,461	11,612	1,018	.0372	76
Oak Hill		4.6	.0028	1.2		7,844	.0031	1,708	6,537	13,857	.0081		2,530	1,220	1,524	5,887	309	.0045	161
3Montgomery.		3.4	.0021	1.0		8,416	.0034	2,475	8,416	10,997	.0065		2,838	253	1,052	2,417	329	.0041	195
Gilmer		8.6	.0052	2.2		6,916	.0028	814	3,144	2,601	.0015	1,182	1,132	340	57	147	62	.0029	56
Grant		8.1	.0050	2.1		5,711	.0022	698	2,506	7,205	.0042	3,275	1,189	695	130	1,061	72	.0034	88
Greenbrier		37.8	.0233	9.5	2.5	38,857	.0150	1,054	4,195	27,658	.0163	2,911	7,124	3,257	1,826	5,356	724	.0175	75
Hampshire	4	12.1	.0074	3.6		9,214	.0037	761	3,071	6,162	.0036	2,054	1,414	447	296	2,007	78	.0044	59
Hancook	188	84.4	.0212	9.6	24.8	88,728	.0226	1,649	6,303	23,988	.0141	2.065	8,833	1,118	1,437	1,663	880	.0198	93
1Weirton		24.8	.0151	8.7		44,376	.0176	1,807	6,608	21,351	.0126		6,289	838	1,054	1,184	530	.0156	103
Hardy		9.1	.0084	2.3		6,958	.0027	756	3,025	5,376	.0032	2,337	759	611	92	1,425	77	.0034	61
Harrison		81.7	.0503	23.1	36.4	114,307	.0456	1,398	4,948	78,448	.0461	3,396	19,597	8,705	4,580	16,621	1,798	.0467	93
Clarksburg	100	32.8	.0202	10.4		60,446	.0241	1,843	5,757	87,715	.0339		10,519	7,384	4,254	12,206	1,874	.0263	130
Jackson		14.4	.0000	3.7		11,124	.0044	773	3,006	8,883	.0050	2,312	2,067	595	411	2,354	153	.0085	62
Jefferson		16.7	.0100	4.4	3.0	16,783	.0067	1,000	3,814	12,502	.0074	2,841	3,195	891	965	1,845	420	.0076	76
Charleston- Bouth	28	241.4	.1485	00.5	130.8	370,876	.1475	1,538	5,573	246,243	.1448	3,703	61,122	35,643	15,354	48,265	6,058	.1409	99
Charleston		85.0	.0884	29.6		185,903	.0740	1,967	6,881	149,308	.1113		40,908	20,330	13,190	48,805	5,111	.0881	140
▲Charleston		74.6	.0461	23.1		147,127	.0366	1,964	6,314	169,572	.0097		34,158	24,839	12,462	36,935	4,332	.0684	148
Charleston		20.1	.0124	6.3		38,776	.0154	1,926	6,155	19,796	.0116		6,104	1,491	728	5,870	779	.0137	110

1 Weirton is in Brooks and Hancock Counties.
2 Huntington is in Cabell and Wayne Counties.

Before using these figures, see explanation page 11.

Just ONE newspaper is your key to the King Size BILLION DOLLAR PLUS

GREATER CHARLESTON MARKET

- CHEMICAL CENTER OF AMERICA! "Ruhr" of the U.S. . Virtually linexhaustible supplies of raw materials - Concentration of chemical industry - Home of such illustrious industrial names as Du Pont - Carbide and Carbon - Libbey-Owens - Ford - American Viscose - Monsanto, etc.!
- CHARLESTON IS ISOLATED from comparably important competitive cities by a surrounding area of 50,000 square miles! No "outside" newspaper covers this market!
- CAPITAL LARGEST DISTRIBUTION CENTER LARGEST MARKET in West Virginia Twenty-one counties with a million population, two-thirds of a billion retail sales Over a billion, one hundred million dollar buying income!
- A BIG HIGH BUYING POWER MARKET! Most retail sales . Most high buying power concentrated in 99 important cities and towns where average family sales are \$5,772 — average buying income \$5,970!

- IN POPULATION!
- IN BUYING INCOME!
- IN RETAIL SALES!
- IN WHOLESALE DISTRIBUTION!
- IN FINANCE . INDUSTRY TRANSPORTATION!
- IN DAILY AND SUNDAY **NEWSPAPER CIRCULATION!**

(CHARLESTON . WEST VIRGINIA)

TREATMENT OF THE PROPERTY OF T

OVERED BY ONE GREAT NEWSPAPER!!!

72% AVERAGE COVERAGE .

Over 70% of all retail sales in the 21 county GREATER CHARLESTON MARKET is concentrated in 99 cities and towns! Average city-town family buying income is far above U.S. average!

More than seven out of ten high buying power city-town families are regular readers of The Charleston Gazette - Daily and Sunday!

Gazette city zone coverage is 85% - all other

cities and towns 60% - PLUS the top 16% of all other families in the market representing 25,000 additional Gazette "preferred" reader

In total, a Gazette audience of 85,000 high buying power reader families daily and 88,000 on

NO other newspaper can adequately cover this Billion Dollar Plus Market!

The Charleston Gazette

"Largest Circulation • Lowest Milline in West Virginia" NATIONAL REPRESENTATIVES: JOHNSON . KENT . GAVIN AND SINDING, INC. NEW YORK . CHICAGO . BOSTON . ATLANTA . GREENSBORO . LOS ANGELES . SAN FRANCISCO

Charleston 30, West Virginia



CONTING INTO WESTERN PENNSYLVANIA

...PLUS West Virginia and Eastern Ohio radio homes is easy with

WWVA

Wheeling, W. Va. . 50,000 Watts . CBS Radio

ATTRACTIVE PROGRAMMING, PRODUCTIVE SELLING 24 HOURS EVERY DAY

tate Con		05		,	opulation		Retail Sales
Ohio		30			2,130,525		\$2,178,245,000.
Pennsylvania .		12			2,730,955		2,945,655,000.
West Virginia		23			558,530		466, 781, 000.
Primary Tota	ı				5,420,010		\$5,590,681,000.

"SERVING THE INDUSTRIAL HEART OF AMERICA" National Sales Offices: Tom Harker, 118 E. 57th St., New York 22, N. Y.

WEST VIRGINIA - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metro-	0		ATION STIMATI	EB	Malla.	TIVE B	E				•	277	SALES	-1964			SALES ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	%	Fami-	Urban- ized	Not	%	Por	Per	Dellare	%	Geun-	(le		ORE GRO				Qual
		(thou- sands)	U.S.A.	lies (thou- sends)	Pepu- lation (thou- sands)	Deliars (add 000)	U.S.A.	Cap- ita	Family	(add 000)	U.S.A.	Sales Per Fam- lly	Feed	General Mose.	Furn House- Radio	Auto- mative	Drug	Power	in- dex
Lowis	1	10.6	.0120	4.8	8.4	18,897	.0008	967	3,820	11,991	.0071	2,498	3,181	1,067	731	2,472	365	.0079	86
Lincoln	66.3	21.4	.0132	4.8		15,297	.6060	711	3,100	7,760	.0048	1.617	2,740	1,421	193	1,667	77	.0070	81
Logan		78.1	.0480	18.0		92,062			5,118	53,862	100000		10,467	18,008	2,782	8,195	957	.0374	
Logan		5.2	.0032	1.4		10,193	.0041	1,960	7,281	18,852	.0111		2,139	3,089	2,390	3,477	600	.0060	188
McDowell		95.7	.0589	22.0	15.8	107,520		1,124	4.887	50,220	.0341	2,002	13,463	17,141	3,738	9,667	1,133	.0437	74
Welch	110	6.7	.0041	1.9		12,997	.0052	1,940	6,841	17,132	.0101		2,618	1,815	1,444	8,465	491	.0065	159
Marien	12.0	89.6	.0428	20.0	32.2	94,100	.0375	1,353	4,708	54,009	.0318	2,704	16,165	8,008	2,355	9,343	1,311	.0308	80
Fairmont		30.6	.0188	9.4	1.00	50,178	.0200	1,638	5,334	41,005	.0242		9,985	6,117	1,784	8,314	1,034	.0210	112
Marshall	188	34.1	.0210	9.3	20.4	41,589		1,219		20,844	.0124	2,252	9,333	991	644	2,990	894	.0162	77
Moundsville		15.1	.0093	4.0		17,780	.0071	1,177	4,445	12,965	.0076		5,669	593	415	2,165	365	.0077	83
Mason		23.2	.0143	6.1	4.8	20,741	.0063	884	3,400	13,307	.0078	2,181	3,884	1,220	673	2,785	118	.0003	85
Mercer		74.3	.0457	18.9	33.0	87,083	.0347	1,172	4,000	02,856	.0370	3,328	13,945	8,504	3,578	14,049	1,992	.0378	82
Bluefield (Va.)		80.5	.0165	7.4		40,874	0168	1.619	5,584	39,780	.083/	-01	7,188	5,224	. 3,160	6,871	1,417	.0185	118
5Bluefield		21.7		6.0		34,514			5,752	35,529			5,620	5,171	2,432	6,748	1,139	.0158	1
Princeton		8.8	1000000	2.6		12,681			4,877	14,017	1000000	1	3,395	594	1,105	387	491	.0061	113
Mineral		21.2	.0130	5.9	8.8	21,547			3,852	11,004		1,082	3,722	1,226	704	1,613	347	.0099	88
Mingo		47.9	.0296	11.1	8.8	44,613	.0178	931	4,019	36,384	.0214	3,278	8,333	5,586	3,411	7,571	864	.0212	72
Williamson		8.8	.0084	2.6		12,344	.0049	1,408	4,748	22,046	.0130		3,906	1,926	2,743	5,939	616	.0074	137
Monongalia	1101	00.3	.0371	16.1	30.1	83,138	.0331	1,379	5,184	47,807	.0281	2,980	13,561	5,332	2,959	9,595	1,327	.0324	87
Morgantown	6.00	27.0	.0160	7.4	1	47,011	.0187	1,741	6,353	35,429	.0208	3	7,678	4,709	2,573	8,666	1,104	.0189	114
Monroe		12.5	.0076	3.6		9,774	.0039	782	3,258	4,764	.0026	1,588	1,358	425	206	1,071	150	.0044	
Morgan		7.1	.0041	2.1		8,885	.0027	871	2,998	3,729	.0021	1,621	1,520	86	72	225	38	.0029	59
Nicholas		27.1				25,146			3,810	12,598			4,601	1,612	408	3,043	175	.0100	
Ohlo	158	70.6				119,709		10000	5,620	98,943				17,519	8,043	11,053	2,278	.0500	
▲Wheeling		61.2				106,906	1 10000		5,568	95,219			20,108	17,456	7,557	13,063	2,278	.0456	
Pendleten	1	8.6	.0051	2.6		5,248	.0021	610	2,625	3,238	.0011	1,618	372	500	124	1,381	83	,6026	49
Pleasants		8.0	*****	1 200		5,191		-	3,240	4,381	1 0000	of owner	1,300	398		1,012	76	.0020	
Pocahontas		11.6		200		8,977	1		3,206	5,001		080.00	1,204	869		906	88	.0041	
Prooton		31.0	.0190	7.1		27,250	.0100	871	3,506	12,304	.007	1,616	3,375	2,210	178	2,849	358	.0114	80
Putnam		28.8	.0120	8.1	1 1.4	19.047	.0071	916	3,735	7.064	.004	1 1,385	1,776	1,958	215	1,137	86	.0078	80

⁴ Bluefield is in Mercer County, W. Va. and Tazewell County, Va. 5 West Virginia portion only.

A and A See end of state for SM Metropolitan County Areas

BECKLEY

*

West Virginia's

FIFTH LARGEST

Sales Market



Beckley is located on a broad and fertile plateau, 2,500 feet high in the Allegheny Mountains of Southern West Virginia. It is the county Seat of Raleigh County and the buying center of a retail trading area that includes all or part of nine counties in which there are 315 towns and communities. Fifth largest sales market in the State, the Beckley Market has a population of 255,000–63,200 families—and a

total buying power of \$271,550,000.

The only newspapers that give adequate coverage of this responsive and profitable market are the Beckley Post-Herald and The Raleigh Register, published morning and evening respectively, and with a Combined Edition on Sunday.

When you make up your schedule for West Virginia, the logical place to start is Beckley—the first city listed.

BECKLEY POST-HERALD

Represented by Story, Brooks & Finley, Inc.

THE RALEIGH REGISTER

	Metro	400	POPULA EST 1/1	TION TIMATE /55	S	EFFEC SZD	NCOME STIMA	TES-	1954			O	773	MATES-	1954	3	THE STATE OF	SALES ADVER ING CONTR	TIS-
CITIES	politan Area	Total	% of	Fami-	Urban- ized	Net	% of	Per	Per	Dollars	%	County Sales	(la	FIVE ST	ORE GRO of dollars		151	Buying	Qual
	7 1	(thou- sands)	U.S.A.	(thou- sands)	Popu- iation (thou- sands)	Dellars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Index	in-
Raleigh		95.6	.0586	23.4	22.3	104,559		1,094		00,950	.0359	2,605	12,645	16,483	3,055	10,327	854	.0433	
Beckley		21.0	.0129	6.3 7.2	9.2	34,645 27,295	.0138	1,650	5,499 3,791	35,779 18,200	.0210	2,528	5,687 4,645	5,995 2,939	2,621 653	8,857 2,966	684 485	.0158	
Elkins		9.2	.0057	2.8		12,612		1,371		13,983	.0082	1,320	3,302	1,958	653	2,635	365	.0061	
Plitchie	-	11.2	.0000	3.1		10,500	.0042	939	3,387	5,484	.0032	1,769	1.538	804	159	1,293	163	.0046	
Reane		16.9	.0104	4.0		12,934	.0051		3,234	7,537	.0044	1,884	1,885	918	439	1,874	88	.0058	8
Summora		17.9	.0116	4.5	5.5	15,608	.0063	872	3,468	8,910	.0053	1,980	2,886	1,246	693	1,233	236	.0089	
Taylor		17.1	.0106	4.8	7.0	17,806	.0070	1,041	3,871	9,514	.0056	2,068	3,299	798	658	940	383	.0073	7
Tucker		9.5		2.5		7,818	.0032		3,127	4,034	.0024		1,387	638	108	1,089	89	.0035	
Tyler	1	9.3	.0068	2.7	3.	8,987	.0035	966	3,329	4,389	.0025	1,626	1,636	257	400	653	139	.0037	6
Upehur		18.7		4.9		17,780	.0071	1000	3,630	10,394	.0062		3,001	980	378	2,383	438	.0077	
Wayne 2▲Huntington		40.3	.8247	8.3	11.9	35,640	.0142	884	4,294	10,791	.0063	1,300	3,773	829	735	2,665	387	.0139	5
Webster		17.0	.0105	1.0		14,300	.0057	842	3,577	6,828	.9040	1,707	1,575	1,740	82	1,208	111	.0062	8
Vetzei		18.4	.0113	4.9	5.6	18,470	.0074	1,004	3.789	13,351	.0079	2.725	4,016	827	814	2,585	318	.0063	1
Wirt		4.6		1.2	****	3,250	.0013	708	2,716	1,278	.0007	1,063	220	415	100	173	34	.0014	
Wood		64.9	I TOTAL STATE	19.4		85,644			4,415	67,018	.0304	3,455	16,397	8,163	4,219	12,256		.0360	
		42.0	.0206	14.0		64,914	.0208	1,040	4,007	57,657	.0339		12,435	7,718	3,656	11,408	1,757	.0282	10
Wyeming		39.8	.0245	8.0	3.7	39,511	.0157	993	4,439	16,717	.0099	1,878	4,586	4.471	916	2,575	294	.0157	
Total Above Citie	1	524.9	.3228	159.4		891,858	.3551	1,699	5,595	833,246	.4900		174,824	109,946	58,663	170,570	28,058	.3991	12
State Total		1,963.0	1.2076	811.3	701.3	2,325,833	.9281	1,185	4,549	1,488,295	.8577	2,852	387,798	223,919	85,286	273,674	35,579	.9619	
J. less, every						V	ES	T	VI	RGI	NI.	A -	SH	Metr	opolit	an C	ount	Are	225
Charleston	. 25	320.6	.1973	86.0	148.2	460,286	.1832	1,438	5,352	300,957	.1770	3,800	73,030	48,830	18,815	89,877	7,076	.1841	
Ashland	. 65	255.0	.1588	78.7	161.7	332,941	.1326	1,300	4,700	217,624	.1279	3,078	53,642	25,668	12,532	45,082	6,345	.1359	
Wheeling- Steubenville	. 158	382.2	.2167	101.3	218.8	535,522	.2132	1.821	5,286	316,142	.1860	3,121	94,189	32,112	10,002	51,552	7,520	.2058	
Total of Areas.	-	927.8	.8708	288.0	528.7			-	5,150	834,723		3,235	220,861	106,608	50,349		20,941	.5256	-
		V	VES	Т	VII	RGII			-			1		n of C					-
01 - NO		In-	50,0			E GROUPS			obin	PHO DI		100	l In-			OME GR		-	
COUNTIES	Tetal Con-	per Con-							-	COL	INTIES	Total Con-	per						-
CITIES	Sumer Units (thous.)	sumer	\$0-2,491 % Ir Units cor	%	500-3,99 % In- ts com		5	lts co	lo No	Ci	TIES	Units (thous	Sumer	\$0-2,499 % In Units can	\$2,500 % Units	% in-	000-4,99 % In- nits com	96	% in
	_		THE REAL PROPERTY.	.2 29	9 33.7	12.6 2	.2 4	.1 14	.0	Brook	•	8.7	4,512	27.0 8.		18.2 38	.9 45.1	11.8	30
	5.8	2,842	02.1 20	40															
Barbour	8.8	3,743	35.2 12	.8 31.	5 27.6	36.2 3	1.8 7	.1 22		Cabell		. 38.4		32.2 10.			.3 34.7		22
		3,743		.9 31. .4 50.	5 27.6 9 26.1	36.2 31 29.4 30	1.8 7	.1 22 .6 22	.8	Cabell Hunti	ngton	38.4	4,344	32.2 10. 32.0 10. 64.3 35.	1 27.3	20.6 28	1.8 34.7 1.6 34.6	12.1	34

WEST VIRGINIA — Income Breakdown of Consumer Spending Units — (Continued)

	Total	In-		N	ET IN	COME	GROU	PS, 19	154			Total	In-	10	N	ET IN	COME	GROU	PS, 19	84	
COUNTIES	Con- numer Units (thous.)	per Con- sumer Unit \$	80-5 Wnits	% In- came	\$2,500 Units	75 1n- come	\$4,000 Units	-6,999 % In-	\$7,000 Units	& Over	COUNTIES	Cen- aumor Units (thous.)	per Con- sumer Unit	% Units	% In- come	\$2,000 Units	%	\$4,000 Units	% In-	\$7,000 Wnits	% In-
Deddridge	2.5	2,730	55.5	28.0	24.3	29.1	17.7	34.0	2.5	8.9	Monongalia	22.4	3,708	40.5	15.0	26.6	23.5	24.6	34.9	8.3	29.5
Fayette	22.6	3,976	30.5	10.5	36.4	30.0	25.1	33.2	8.0	26.3	Morgantown	12.7	3,703	44.4	16.5	22.7	20.1	24.2	34.2	8.7	28.2
Oak Hill	1.6	4,854	21.3	6.0	31.2	21.0	36.0	39.0	11.5	34.0	Menroe	3.5	2,763	57.1	28.4	24.2	28.7	14.7	27.9	4.0	15.0
Montgomery	1.7	5,024	33.6	9.2	25.9	16.9	23.8	24.8	16.7	40.1	Morgan	2.3	2,949	45.6	21.2	33.2	36.9	18.3	32.6	2.9	9.3
	1000		100		11631		477				Nicholas	7.6	3,323	39.1	16.2	35.0	34.5	20.5	32.4	5.4	16.9
Gilmer	2.8	2,480	61.2	33.9	25.1	33.1	11.2	23.7	2.5	9.3	Ohio	26.4	4,530	29.2	8.9	28.0	20.2	30.2	35.0	12.6	35.9
Grant	2.4	2,420	64.6	36.5	23.8	32.1	8.2	17.7	3.4	13.7	Wheeling	23.6	4,538	29.4	8.8	27.8	20.1	30.0	34.7	12.8	38.3
Greenbrier	11.7	3,405	41.3	16.7	31.4	30.2	20.2	31.2	7.1	21.9	Pendleten	2.3	2,271	66.0	39.9	25.8	37.3	6.3	14.6	1.9	5.2
Hampshire	3.5	2,636	57.6	30.0	28.2	35.1	10.8	21.6	3.4	13.3	Piessants	1.6	3,164	48.2	20.9	25.4	26.3	20.3	33.7	6.1	10.1
Hancock	10.7	5,306	17.3	4.5	24.2	18.0	41.6	41.0	16.9	39.5	Pocahentas	3.3	2,705	49.6	25.2	36.3	44.0	11.8	22.9	2.3	7.9
Weirton	7.0	5,503	15.6	3.8	21.1	12.4	44.5	41.8	18.8	42.0	Preston	8.8	3,102	44.0	19.5	32.4	34.2	19.5	33.0	4.1	13.3
Hardy	2.8	2,517	61.7	33.7	25.9	33.7	9.7	20.2	3.7	12.4	Putnam	5.6	3.427	39.1	15.7	28.1	26.8	26.0	41.2	5.9	10.3
Harrison	27.0	4,239	31.6	10.3	27.7	21.4	29.9	37.9	10.8	31.3				-					*****	0.0	
Clarksburg	12.8	4.792	26.6	7.6	25.2	17.2	33.8	37.0	14.4	38.2	Raleigh	26.4	3,954	30.0	10.4	36.8	30.5	24.5	32.5	8.7	26.6
Jackson	4.1	2,735	58.2	29.3	23.9	28.6	13.7	26.2	4.2	15.9	Beckley	7.2	4.837	27.6	7.8	28.4	19.3	28.4	30.8	15.6	42.1
Jefferson	5.4	3,113	46.1	20.4	30.5	32.1	18.2	30.6	5.2	16.9	Randolph	8.4	3,234	47.6	20.8	29.7	30.1	17.2	27.8	5.5	21.8
Kariawha	79.1	4,685	26.7	7.9	24.7	17.2	34.4	38.6	14.2	36.4	Elking	3.4	3,860	100 /	10.8	26.6	23.8	21.1	30.3	8.2	29.4
Charleston	28.5	4,994	27.6	7.6	24.0	15.7	31.4	33.0	17.0	43.7	Ritchie	3.7	2,867	53.4	25.2	28.0	32.0	15.9	29.1	3.7	13.7
South					-		1000				Roane	4.7	2.771	8.78	28.7	26.8	31.7	16.8	31.9	2.6	9.7
Charleston	7.2	5,387	18.3	4.7	18.9	11.6	43.0	42.0	19.8	41.8	Summers	5.0	3,102	1 49.5	21.9	24.4	25.8	20.1	34.0	6.0	18.3
		-	0000	-	1		-				Taylor	5.2	3,410	40.7	16.4	26.2	25.2	27.0	41.6	6.1	16.8
Lowis	5.6	3,024	50.1	22.8	27.9	30.2	16.7	29.0	5.3	18.0	Tucker		2,684	54.1	27.7	30.7	37.5	12.7	24.8	2.5	
Lincoln	5.8	2,769	53.0	26.3	29.4	34.8	13.6	25.8	4.0	13.1	Tyler	3.1	2,945	51.1	23.9	26.7	29.7	17.6	31.4	4.6	15.0
Logan	22.3	4,135	26.6	8.8	38.0	30.1	25.4	32.3	10.0	28.8	Upshur		2,811	56.4	27.6	24.8	28.9	14.4	28.9	4.4	18.6
Logan	1.8	5,422	26.2	6.7	27.7	16.7	26.3	25.4	19.8	51.2	Wayne	10.7	3,333	44.0	18,1	26.6	28.1	22.6	35.6	6.8	
McDowell	27.0	3,978	28.6	9.9	38.3	31.5	24.1	31.8	9.0	28.8	***************************************	10.2	0,000	44.0	10.1	40.0	20.1	48.0	08.0	0.0	20.2
Welch	2.7	4,796	31.1	8.9	27.9	19.1	24.5	20.6	16.5	45.2	Webster	4.6	3,083	43.9	19.6	35.5	37.7	15.4	28.2	5.2	16.5
Marion	22.8	4,165	30.8	10.0	29.3	23.1	30.1	37.9	10.3	29.0	Wetzel	5.6	3,279	44.9	18.9	26.6	26.6	22.0	35.1	6.5	19.4
Fairmount	0000	4,538	27.6	8.4	27.7	20.0	31.8	36.7	12.9	34.9	Wirt	1.4	2,387	63.9	37.1	24.2	33.5	9.7	21.6	2.2	7.8
Marshull	10.8	3.858	33.7	12.0	29.4	25.6	28.5	30.8	8.4	24.2	Wood	21.3	4,014	31.7	10.8	29.5	24.0	29.9	39.1	8.9	
Moundaville	4.6	3,906	30.7	10.8	30.9	25.9	30.0	40.3	8.4	23.0	South	21.0	4,014	91.4	10.0	20.0	24.0	40.0	39.1	0.0	20.0
Mason		3,101	47.3	21.0	27.7	29.2	19.8	33.5	5.2	16.3	Parkersburg.	15.6	4,186	31.6	10.5	97.9	95 4	20.0	20.7	10.2	20.4
Mercer	22.8	3,814	37.2	13.4	30.3	29.0	23.6	32.5	8.9	28.1	Wyoming	10.6	3,717	28.4		39.3	21.4	30.8	38.7	10.3	
Diagneld	7.8	4,422	34.0	10.6	26.0	19.3	26.9	31.8	13.1	38.3	ayounny	10.0	0,111	40.4	10.0	39.3	04.5	42.8	30.1	1.5	19.8
Princeton	3.1	4.072	31.5	10.0	30.8	24.8	27.5	35.4	10.2	29.2	Total Above					1	1 5				
Mimerai	6.6	3,248	42.4	17.9	29.3	29.8	24.1	39.0	4.2	13.6	Cities	196.5	4,538	30.0		00.0	10.0	20 "		122	90.9
Mingo	12.9	3,488	38.6	15.3	36.2	34.2	19.2	29.0	6.0	21.5	U16108	100.0	9,038	30.0	9.1	26.2	18.9	30.5	35.3	13.3	36.7
Williamson	100000	3,954	34.3		30.5	25.2	100	-	8.5	27.4	- State Total	8 020	2 970	25.0	10 0	90.7	00.0	05 #	24.0	0.0	09.4
** Indiamental	0.1	9,004	1 04.0	11.9	30.0	20.2	26.7	35.5	0.0	4.12	. State retai	1 0,032	3,006	1 30.9	12.8	29.7	25.2	20.5	34.8	8.9	27.

WISCONSIN — Counties and Cities — (Other East North Central States:

Wisconsin state map—page 744	Pop.	N	UMBE	R OF O	UTLET	3	Marie Salvanos Indiana	Pop.	N	UMBF:	R OF O	UTLETS	
City County	thous.)	F	GM	FHR	A	D	City County	thous.)	F	GM	FHR	A	D
AntigoLanglade	10.2	43	5	12	19	5	Green BayBrown	56.0	166	23	42	30	26
Appleton Outagamie	40.6	90	9	31	19	9	JanesvilleRock	25.8	63	6	20	20	9
Ashland Ashland	10.5	40	6	11	12	5	KenoshaKenosha	57.1	185	16	38	30	20
BarabooSauk	7.7	25	5	12	17	4	La CrosseLa Crosse	49.1	158	18	22	31	16
Beaver Dam Dodge	12.5	38	7	9	15	4	MadisonDane	104.1	203	29	58	47	50
Beloit Rock	31.0	91	10	26	30	12	Manitowoc Manitowoc	28.7	99	7	20	18	10
Burlington Racine	4.9	17	5	10	13	6	Marinette Marinette	14.5	49	3	7	10	5
Chippewa FallsChippewa	11.5	39	4	13	12	- 5	MarshfieldWood	13.2	29	7	12	16	5
Cudahy Milwaukee	15.5	115	3	5	10	2	MenashaWinnebago	13.4	39	2	5	6	5
Eau Claire Eau Claire	37.6	106	10	16	28	10	MenomonieDunn	8.5	29	6	12	12	4
Fond Du Lac Fond Du Lac	31.2	99	11	29	35	12	(Continued	on pag	te 74	8)			

O SM, 1955.

Before using these figures, see explanation page 11.

FOND DU LAC

HUB CITY OF WISCONSIN

On Lake Winnebago, in second largest, mosdiversified industrial area of state; offerprofitable and pleasant operating condition for manufacturers.

3 Railroads, 11 Truck Lints, 2 Airports, Unlimited Water Supply, Natural Gas, Low Cost Electricity, Favorable Tax Rates And Policies, Ample Supply Wall Educated Salided And Unstitled Laber, 65 Industries, And Railroad Shops of Soe Line and Chicago North Western. Controlled Industrial Area of 100 Area on 3 Railroads, half mile to New Super Highway, Will Build Any size plant for desirable formant.

Address GREATER FOND DU LAC CORP., J. E. Ahern, President, or R. W. Milts, Manager, FOND DU LAC ASSOCIATION OF COM-MERCE, Fend du Las, Wisconsin. Chambers of commerce and development boards are best equipped to provide up-to-date and reliable information on conditions, resources and facilities in their respective cities, states or areas. Your inquiries to any or all of them will be answered with prompt and courteous cooperation.

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"IT ONLY TAKES 1 IN GREEN BAY"

BETTER CLIMB ABOARD!

GREEN BAY MARKET FACTS:

\$6,111 per household consumer spendable income, City Zone. \$450,000,000 sales, annual wholesale-retail.

190,000 buyers, trading zone.

Largest Market in Northern Wisconsin,

PRESS-GAZETTE FACTS:

100% City Zone coverage.

Full merchandising coopera-

Low milline rate.

Spot color.

Undivided, faithful audience.

Phil McClosky, Manager, General Advertising

GREEN BAY PRESS-GAZETTE, GREEN BAY, WISCONSIN

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WISCONSIN - (Continued)

LAMTING .		0		TION TIMATI	ES	AUTA I	TIVE B					O	770	L SALES	1954	6	14	SALES ADVER INC CONTR	TIS-
COUNTIES	Metro- politan Area	Total	67	Fami-	Urban-	Nat		Per	Per	Dallars	07	Coun-	(le	FIVE ST	ORE GRO			Buying	Ouni
Adams		(thou- ands)	0,5.A.	lies (thou- sands)	Population (thou-sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	W.S.A.	Saice Per Fam- ily	Food	General Mdee.	Furn,- House- Radio	Auto- motive	Drug	Power	ity in- dex
Adams		8.0	.0049	2.5		8,336	.0033	1,042	3,334	5,131	.0030	2,052	971	645	47	682	37	.0038	71
Ashland		18.7	.0115	5.3	10.5	20,641	.0082	1,104	3,895	22,189	.0130	4,187	5,099	2,087	1,102	5,335	506	.0103	90
Ashland		10.5	.0065	3.1		13,718	.0055	1,306	4,425	17,584	.0103	307	4,178	1,692	1,009	4,570	317	.0071	100
Barron		35.2	.0216	10.3	7.9	38,469	.0164	1,093	3,735	44,621	.0263	4,332	7,884	4,116	1,300	10,303	1,000	.0190	82
Rice Lake	100	7.9	.0049	2.3		10,227	.0041	1,295	4,447	18,719	.0110		2,397	1,816	363	5,861	431	.0063	120
Bayfield		13.1	.0081	3.8		12,208	.0048	932	3,213	7,476	.0044	1,967	1,880	1,099	97	1,098	230	.0054	67
Brown	67	105.8	.0681	28.9	76.8	169,078	.0673	1,898	5,850	118,317	.0696	4,004	24,889	15,252	7,539	20,294	3,072	.0675	104
▲Green Bay		56.0	.0344	16.4	19	100,218	.0399	1,700	6,111	89,556	.0527		10,000	13,587	6,606	15,570	2,515	.0426	124
Buffalo		15.0	.0092	4.3		14,311	.0007	954	3,328	10,441	.0061	2,428	1,724	1,010	234	2,402	250	.0065	71
Burnett		9.8	.0068	2.9		8,650	.0035	883	2,983	7,287	.0043	2,513	1,649	699	73	1,868	151	.0043	72
Calumst		19.6	.0121	5.3		23,590	.0004	1,204	4,451	20,807	.0123	3,943	3,412	956	864	3,514	333	.0108	89
Chippewa		44.4	.0273	11.7	18.0	51,471	.0205	1,159	4,399	45,841	.0268	3,901	7,650	4,001	1,968	10,046	802	.6237	87
Chippewa Falla 1Eau Claire	1	11.5	.0071	3.4		17,102	.0068	1,495	5,056	20,550	.0121		8,981	854	1,417	4,866	538	.0085	120
Clark		32.2	.0198	9.0	2.7	32,437	.0129	1,007	3,604	31,516	.0105	3,802	4,828	2,057	471	5,038	581	.0160	81

1 Eau Claire is in Chippewa and Eau Claire Counties.

A and A See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11. © SM, 1955.



GREEN BAY, WISCONSIN
Reps.: HEADLEY-REED G. Mgr.: DON C. WIRTH

ABC-DUMONT

100,000 Watts



For 30 Years—TOP STATION In The MADISON, WIS. Market!

1925 . . . 1955

- WIBA's (20-county BMB) 215,400 families
- Total effective buying income of \$1,095,495,000
- 1954 Sales Management Survey Sales \$811,351,000
- They like WIBA more than any other station

WIBA

The Badger Broadcasting Company, Madison, Wis.

Represented Nationally by AVERY-KNODEL, INC.

WISCONSIN - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

	Metro	0		ATION TIMATE	ES	AGUA I	TIVE B		_			0		SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	4	Fami-	Urban- izad	Nat	%	Per	Per	Dallara	0%	Coun-	(ir		ORE GRO			Buying	Outl-
Columbia		(thou- usnds)	U.S.A.	(thou- sands)	Population (thou- eands)	Dallars (add 000)	U.S.A.	Cap- ita	Fam- lly	(add 000)	W.S.A.	Sales Per Fam- liy	Food	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	ity In- dex
Columbia		34.9			11.0	80,202			4,781	44,152	.0260	4,206	8.022	2,805	1,177	8,241	980	.0221	
		7.4	.0046	2.4		12,434			5,181	14,467	.0085	3136	2,400	1,023	404	3,762	400	.0060	
Grawford		17.9	.0110	4.9		18,100			3,706	13,922	.0082	2,841	3,389	778	807	2,163	288	.0063	75
Dane	87	181.8			125.5	345,324			6,718	200,587	.1233	4,078	41,916	21,440	8,867	33,922	7,859	.1281	
▲ Madison		104.1		29.0		229,521	.0014	2,205	7,915	148,630	.0874	100	29,202	18,361	7,258	28,754	6,695	.0847	132
Dodge	1 1	8,88	.0368	17.1	26.8	82,876	.0330	1,386	4,847	53,648	.0315	3,137	11,883	2,856	2,100	7,686	1,009	.0333	90
Beaver Dam 2Watertown		12.5	.0077	3.8		19,987	.0000	1,800	5,260	18,738	.0110		4,577	1,721	813	4,481	445	.0088	116
Door		21.5	.0132	6.5	7.8	25,098	.0100	1.187	3,859	23,237	.0137	3,576	5,441	1,768	896	4,483	545	.0117	88
Sturgeon Bay		7.8	.0048	2.5		10,188	.0041	1,306	4.075	12,982	.0076		3,545	1,059	619	2,742	545	.0053	116
Douglas	43	46.9	.0258	14.1	38.1	71,024	.0283	1.814	8,037	47,136	.0277		13,353	4,600	1,730	8,931	1,209	.0263	98
▲Superior		35.8	.0220	10.9		58,753			5,390	41,516	.0244	70	12,010	3,729	1,629	8,781	1.141	.0234	106
Dunn		27.5	.0169	7.7	8.5	30,235			3,927	25,717	.0151	3,340	4,818	3,206	886	4,421	491	.0139	82
Menomonie		8.5	.0052	3.5		12,022			4,800	15,210	.0080		3,126	2,182	790	2,801	325	.0061	117
Eau Claire		67.7			38.3	93,400			5,400	67,371	.0096	3,963	15,035	8,386	2,904	14,728	1,984	.0376	
1Eau Claire		87.6	.0231	11.4		06,813	7.0000		5,861	57,421	.0038		12,634	7,909	2,746	12,703	1,827	.0281	122

1 Eau Claire is in Chippewa and Eau Claire Counties.
2 Watertown is in Dadge and Jefferson Counties.

O SM. 1955.

A and A See end of state for SM Metropelitan County Areas.

Before using these figures, see explanation page 11.

There's MORE MONEY TO SPEND

than ever before in the six-county Eau Claire Market

Despite the national drop in income during 1954, the Eau Claire Market continued to gain in . . .

CONSUMER SPENDABLE INCOME-

\$213,652,000—up more than \$9.5 million from 1953 for the six-county area.

(Source: 1955 Consumer Markets)

INDUSTRIAL PAYROLL CHECKS-

Gross farm income in the Leader and Telegram's six

coverage counties reached \$81,564,000 in 1954. Retail Sales in this market totalled \$173,344,000.

The Leader and Telegram offer you 98% coverage in the Eau Claire City Zone; intensive, highly merchandisable sales penetration throughout its 50-mile radius, six county coverage area; a total morning—&—evening circulation of 23,451.

Contact SHANNON & ASSOCIATES, INC., for the full Eau Claire story

The EAU CLAIRE LEADER & DAILY TELEGRAM

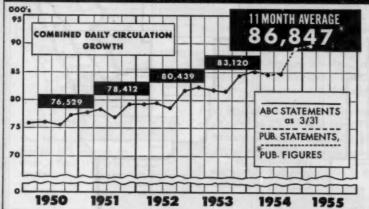
(MORNING & SUNDAY ABC)

(EVENING)

Name retailers invest big money in Madison stores

Seven firms completing major building projects

PROOF OF EXPANDING RETAIL INFLUENCE



Offers One-Medium Coverage!

Reaches 96% of City Zone— 73% of ABC Trading Area

Continued large gains in circulation, mostly in the trading area, go hand in hand with ever-widening influence of Madison's retail stores.

As circulation continues to show big gains, Madison stores gain more and more customers. Stores reach more people with more selling messages.

And with these gains, Madison Newspaper's advertising has even more added impact, even more readers, even more penetration . . . It's unbeatable, economical coverage.

Buying IncomeRetail Sales High

Per family income In Dane County ranks high — 12th in 233 metroplitan county areas. Madison's five-sided income picture is remarkably high, diversified and stable. Income is derived from five sources: agriculture, business, government, industry, and education.

PER FAMILY BUYING INCOME 12 th in U.S. DANE COUNTY

Per family sales ranked 58th out of 233, according to Sales Management and Dane County registered \$209,500,000 total retail sales last year.

Food Sales				\$41,916,000
Gen'l Merchandise				\$21,449,000
Furniture				. \$8,667,000
Automotive				\$33,922,000
Drugs				. \$7,659,000

Shoot for bigger share of fast-growing market

It's a testimonial backed by dollars—not just talk. The seven retailers listed here studied the Madison Market—past, present and potential. They are betting with heavy investments in new or added store properties. Within the last 2 years:

F.W. Woolworth Co:

F. W. Woolworth has purchased the old City Hall and adjoining Parkway Theatre. A brand new store is expected to be completed in 1955.

S.S. Kresge Company

S. S. Kresge Co. is tearing down its existing corner property to erect a new and larger store. New and expanded lines of merchandise, more self-service are new features. To be completed in October, 1955.

Richman Brothers

Richman Brothers entered Madison for the first time in a prime downtown location.

Sears Roebuck & Co.

Sears Roebuck built a \$1,792,655 building 10 blocks from the heart of downtown. The store has 93,816 sq. ft. compared with the former 18,000; now has 365 employees compared with 65 formerly; has 500-car parking lot compared to no off-street parking before,

Robert Hall Clothes

Robert Hall Clothes, a newcomer to Madison, has opened a brand new store on the edge of the city.

Madison East Shopping Center

Madison East, a 12-store shopping center 26 blocks from downtown, has completed its first full year of operation and won a place as a major factor in Madison retailing.

Wolff, Kubly & Hirsig

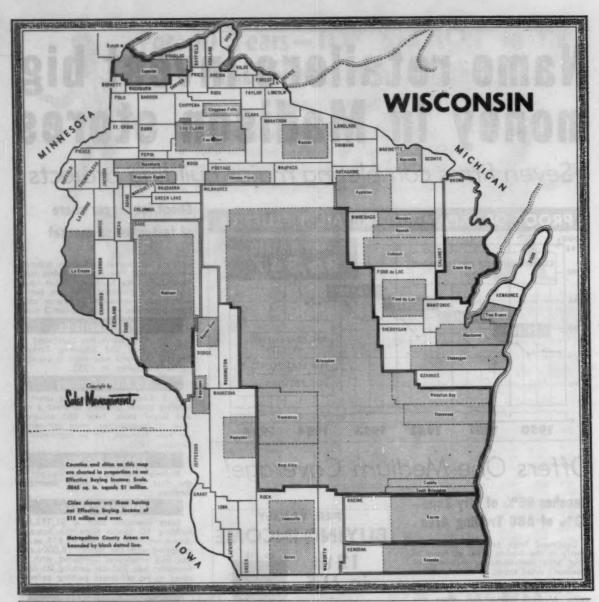
Wolff, Kubly and Hirsig, now a 5-floor hardware department store, has tripled its floor space and has plans to multiply its sales volume.

MADISON NEWSPAPERS INC.

The Capital Times, AFTERNOON Wisconsin State Journal, MORNING and SUNDAY

REPRESENTATIVES: JANN & KELLEY, INC.

New York Chicago Detroit Atlanta Los Angeles San Francisco



WISCONSIN - (Contin	ued	ntinu	Contin	- (C	N	T	S	N	0	C	S	1	W
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Representation	2 V I		POPULA ES 1/1	TION TIMATE	18	#9/7A	TIVE BINCOME					0	777	L SALES	1054	117.0	100	SALES ADVER INC	TIS-
COUNTIES	Metro- politan Area	Total	-	Fami-	Urben-	Not	Of.	Per	Per	Deliara	moi m	Coun-	(lie	FIVE ST	ORE GRO			Buving	Qual
THE PARTY OF		(thou- sands)	U.S.A.	lies (thou- eands)	Popu- lation (thou- sands)	Dellars (add 000)	u.s.a.	Cap- ita	Family	(add 900)	U.S.A.	Saise Per Fam- liy	Feed	General Mrise.	Furn,- House- Radie	Auto- mutive	Drug	Power	ity In- dex
Florence		3.7		1.2		2,918	.0012		2,432	2,407		2,006	836	80		118	29	.9018	10000
Fond du Lac		70.8		9.3	39,9	166,063 52,928			5,349	84,389 51,508	.0496	4,178	16,869	6,043 4,778	3,083 2,858	16,025 10,623	1,787	.0451	
Forest	1000	0.8		2.3		8,440	.0034		3,673	6,007	100000	2,873	1,370	100	114	963	157	.0039	
Grant	100	42.7	.0202	12.3	9.4	52,700	.0210	1,230	4,200	48,413	.8273	3,773	8,363	3,018	1,798	8,826	839	.0239	
Green		24.8	.0151	7.5	7.3	42,437	.0169	1,732	5,858	37,449	.0220	4,993	8,819	2,418	1,177	5,641	967	.0161	1
Monroe	- 33	7.3	.0048	2.5		15,134	.0060	2,071	6,054	20,400	.0120	100.00	5,937	1,808	1938	3,326	396	.0075	
Green Lake	1	15.3	.0094	4.0	4.9	18,821	.0075	1,200	4,002	20,192	.0110	4,387	3,838	1,030	695	4,074	281	.0002	98
lown	OV.	19.6	20000			21,630			3,848	15,488			3,421	537	658	2,070	299	.0005	1
fron		8.3	.0061	2.5	3.0	10,177	.0040	1,226	4,071	7,512	.0044	3,005	2,401	369	81	890	62	.0043	84
Jackson		18.2	.0100	4.8	2.9	18,301	.0061	945	3,188	14,573	.0006	3,036	2,268	865	274	3,456	216	.0076	78

O SM, 1955.

Before using these figures, see explanation page 11.

How to MAP BIGGER SALES IN WISCONSIN



HERE'S ONE ALONE!

One Milwaukee daily alone provides 20% or more coverage in these 11 Wisconsin counties.



And HERE'S THE SENTINEL!

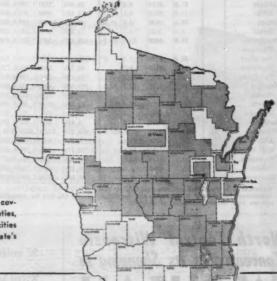
The Daily Sentinel alone provides 20% or more coverage in these 11 Wisconsin counties.

If you want maximum effectiveness for your advertising in Wisconsin, you need BOTH Milwaukee daily newspapers. If you look at the small maps at the left, you can readily see either daily provides merchandisable coverage of 20% or more in eleven Wisconsin counties.

But look what happens when you use BOTH. The map below shows how the two dailies effectively reach the major share of the Wisconsin market contained in 33 shaded counties and five additional key cities.

And, according to Survey of Buying Power, these account for 66.7% of total retail sales; 68.2% of food sales; 73.2% of general merchandise sales; 72.6% of furniture and radio sales; 67.2% of automotive sales; 67.0% of drug sales and 70.0% of net effective buying income of all Wisconsin.

If you want to map bigger sales in Wisconsin, you need BOTH Milwaukee daily newspapers.



And WHEN YOU USE BOTH

You get 20% or more coverage in these 33 counties, and 5 additional key cities with 62.7% of the state's population.

Nationally Represented by HEARST ADVERTISING SERVICE

MILWAUKEE SENTINEL

The Newspaper Wisconsin Grew Up With

In KENOSHA They Need SATCHELS For POCKETBOOKS

The Fabulous 5-Year Income Picture

UP 47%

UP 30% UP 31%

Plus Income, Sales Activity, Saturation Coverage offer Big Sales, Minimum Selling Costs in this Blue-Chip Market

Big industrial payrells bedrock this prosperity. Great manufacturing companies—paced by American Metors— —give Kenosha one of the best weekly payroll over-eges in the state. Here are the December "54 figures:

KENOSHA. . \$82.91 Milwaukee ... \$82.50 Racine 82.72 La Crosse 82.10 Green Bay ... 78.89 Beloit 79.01 Oshkosh 69.14 Sheboygan 64.81

U. S. average \$74.10

Kenosha Annual Payroll \$60,000,000.00

85% of the Metropolitan area Sales are made in the city of Kenosha-where retail activity was a fabulous 43% above average in 1954. But wherever the original buying impulses arise-in city or outlying homes-the KENOSHA NEWS is there to influence brand preferences-with city zone saturation and 93% coverage of metropolitan area—(A.B.C. Metropolitan Circulation: 21,000).

National Representatives JANN & KELLEY, INC.

The KENOSHA NEWS

WISCONSIN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

		0		TION TIMATE	ES	Malla I	TIVE BI			da.		0	777	SALES IMATES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	Metro- politan Area	Total	07	Fami-	Urban-	Nat	or I	Per	Per	Dellara	% -	Coun-	(in	FIVE ST	ORE GRO			Buying	Oual
		(thou- sands)	% of U.S.A.	lies (thou- sands)	Popu- lation (thou- eands)	Dellars (add 000)	war u.s.a.	Cap- ita	Fam- ily	(add 000)	u.s.A.	Sales Per Fam- ily	Feed	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Jefferson		45.3	.0278	13.3	23.1	84,856	.0258	1,432	4,876	66,263	.0325	4,155	12,105	3,396	2,281	10,182	1,062	.0282	101
2Watertown		12.8	.0079	3.9		19,687	.0078	1,538	5,048	20,801	1.0122		5,444	2,317	964	3,394	394	.0091	115
Juneau		18.9	.0117	8.4	3.2	21,202	.0085	1,122	3,926	18,535	.0100		4,165	1,047	439	3,508	377	.0000	85
Kenseha	73	81.6	.0601	24.6	80.0	147,300	.0586	1,865	5,900	98,330		3,997	28,441	5,769	4,354	18,208	2,499	.0567	
▲Kenceha	1	57.1	.0351	17.2		110,586	.0440	1,937	6,429	83,583	.0492		23,148	4,860	4,311	17,404	2,381	.0438	
Kewaunee	2000	17.7	.0109	4.7	6.2	18,479			3,932	15,440		3,285	2,414	2,016	548	2,013	249	.0006	79
La Crosse		71.9	.0443	20.7	54.1	114,716			5,542	86,826	.0510	4,194	21,272	10,881	4,437	14,086	1,830	.0470	
△La Crosso		40.1	.0302	14.5		85,585	.0341	1,743	5,902	76,654	.0451		17,231	10,783	4,066	13,161	1,702	.0366	
Lafayette		18.1	.0111	5.2	****	19,635	.0078	1,085	3,778	18,283	.0108		3,685	527	488	3,150	251	.0003	
Langlade		21.8	.0134	6.0	10.2	25,464			4,244	25,037	.0147		5,843	2,483	1,049	5,288	368	.0122	
Antigo		10.2	.0063	3.1	1	14,051			4,533	20,053	.0118		4,753	1,999	1,048	8,877	292	.0076	-
Lincoln		22.4	.0138	6.5	12.8	26,421			4,065	24,886	.0147	3,829	6,461	1,400	781	4,097	651	.0125	
Merrill		9.0		2.7		12,205			4,520	14,826			3,731	1,192	571	2,595	374	.0062	
Manitowee		00.6	.0428	20.3	39.8	105,923	.0421	1,522	5,218	76,781	.0451	3,782	18,985	7,812	3,189	13,132	1,145	.0431	101
Two Rivers		88.8	.0239	11.6		67,907	.0870	1,780	5,854	58,098	.0306		14,769	6,778	3,030	9,875	1,003	.0878	
Manitowoc		28.7	.0177	8.7		49,788	.0198	1,735	5,723	38,837	.0228		11,200	5,558	2,495	7,576	669	.0203	1
Two Rivers		10.1	.0062	2.9		18,119	.0072	1,794	6,248	13,255	.0078		3,569	1,220	535	2,299	334	.0072	
Marathon		83.2	.0512	22.7	34.9	110,480	.0440	1,329	4,867	86,757	.0510	3,822	16,824	8,545	4,195	20,524	1,506	.0475	
Wausau	1	31.9	.0196	9.8		52,652	.0210	1,651	5.542	57,562	.0339		11,164	6,827	3,842	16,241	1,181	.0246	
Marinette		35.9	.0221	10.4	14.8	43,055	.0172	1,190	4,140	34,223	.0202	3,291	9,089	5,891	945	4,014	631	.0191	
Marinette		14.5	.0089	4.3		20,649	.0082	1,424	4,802	20,665	.0122		5,139	5,027	587	2,407	233	.0095	
Marquette		9.1	.0058	2.7		9,461	.0037	1,042	3,511	7,779	.0045	2,881	1,479	661	77	1,528	122	.0043	
3Milwaukee	. 91	915.8	.5633	273.2	882.8	1,815,010	.72281	,9826	.644	1,186,131			279,656	184,279	89,714	218,851	31,636	.6834	
▲ Milwaukee		701.1	.4313	218.6)	1,370,860	.5450	1,958	6,288	997,237			220,496	176,507	85,144	177,886	25,814	.5352	
West Allis		62.7	.0386	18.6	3	120,779	.0481	1,926	6,493	55,018			17,324	2,897	1,903	15,367	1,541	.0415	
Wauwatom		52.0	.0320	13.6		148,409	.0591	2,854	10677	24,403			8,428	331	369	6,624	1,352	.0402	
Cudahy		15.5	.0095	4.3	3	26,758			6,223	18,540			8,898		117	2,472	182	.0105	
Shorewood		17.5	.0108	8.1	7	88,802	.0234	3,360	10316	13,881	.0081		5,722	285	199	4,668	1,129	.0163	151

2 Watertown is in Dodge and Jefferson Counties.
3 Independent estimates of Milwaukee County population received too late for evaluation and use place current population at 955,000.

▲ and △ See end of state for SM Metropolitan County Areas.

Before using these figures, see explanation page 11.

© SM, 1955.

North Central Wisconsin Concentrates Its Shopping in

Wausau's income is \$106 above the U. S. per capita. Even so, total retail sales are almost \$5 million above total income—indicating full-scale buying by Wausau residents as well as the far-flung drawing power of Wausau's stores.

The market's isolated position . . . big name manufacturing

92 miles from any comparable or larger city.

Retail Sales activity 73% above par-compared with 36% average for all Wisconsin cities.

> plants with steady high wages . . . a trading area with a multi-million farm income—these are just some of the reasons advertisers frequently include Wausau on "100,000" schedules. The Record-Herald offers better than 100% coverage of the city, 79% of Marathon County . . . plus substantial penetration of neighboring counties.

WAUSAU DAILY RECORD-HERALD

For more information on "THE WAUSAU STORY" please contact this newspaper or BURKE, KUIPERS & MAHONEY

THE MILWAUKEE JOURNAL

No Sales Tax In our or to the value litable Premier Leaves for US MacArthur's Denial of Role

ONE newspaper covers 90% of the fast-growing Milwaukee MILLION AREA

Population has zoomed past the million mark in Milwaukee and suburbs - all within 12 miles of the city center. Over 10,000 homes were built here in 1954 - over 80,000 in ten years. Now in this compact area advertisers find a greater consumer market than in any one of a dozen entire states. And you can blanket this dynamic market with the economy of single medium coverage by using the newspaper read regularly in 9 out of 10 homes - The Milwaukee Journal.

Covers your best customers in Wisconsin, too!

In the total ABC City and Retail Trading Zones, The Milwaukee Journal is read regularly in 66% of all homes daily and 73% Sunday - nearly three times as many as any other newspaper. This area is only 10% of the state geographically, but it has 48% of all Wisconsin retail sales.

Here is the cream of Wisconsin business, but The Milwaukee Journal also gives you powerful coverage of the busy retail centers throughout the state. In 188 cities of more than 1,000 population-excluding Milwaukee and 10 other cities in the ABC City Zone -The Journal is read in an average of 21% of all homes on weekdays and 43% on Sunday. These 188 cities have 440,000 families, or 1, 500,000 population - a huge market in addition to the million people in the Milwaukee City Zone.

New Data Books on Milwaukee and Its **Newspapers**

"Milwaukee and Wisconsin Marketing Areas for 1955" describes The Milwaukee Journal's key market areas as to size, growth, shifts in population and sales.

"Circulation and home covere" gives a detailed picture Milwaukee Journal circulation by zones, counties and cities. Write the National Advertising Department for copies.



THE MILWAUKEE JOURNAL

National Representatives, O'Mara & Ormsbee, Inc.

New York

Chicago

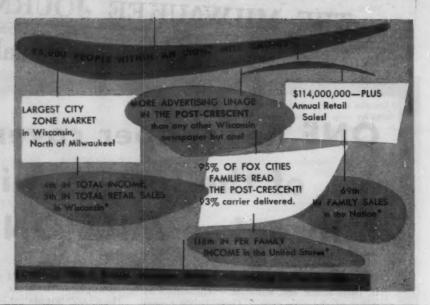
Detroit

Los Angeles San Francisco

the FOX CITIES of Wisconsin

APPLETON NEENAH MENASHA LITTLE CHUTE KAUKAUNA KIMBERLY COMBINED LOCKS Covered only by the

"SALES MANAGEMENT



WISCONSIN - (Continued)

The	"SM" 53	mbo	is mark	original,	exciu-
sive	estimates	hy	SALES	MANAGE	MENT.

(Continued from page 740)	Pop.	N	UMBE	R Or O	UTLET	3	Marie appear	and Shapping	Pop.	NUMBER OF OUTLETS					
City County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D	
MerrillLincoln	9.0	42	7	15	14	4	Stevens Point	.Portage	16.8	49	6	15	13		
MilwaukeeMilwaukee	701.1	1,883	121	365	222	288	Sturgeon Bay	. Door	7.8	32	4	9	11		
Monroe Green	7.3	24	7	12	14	5	Superior	. Douglas	35.8	139	15	16	25	1	
NeenahWinnebago	13.5	37	3	13	7	5	Two Rivers	. Manitowoc	10.1	43	4	9	9		
Oshkosh	43.1	156	11	36	29	12	Watertown	. Jefferson	12.8	40	8	12	1.7		
PortageColumbia	7.4	19	7	5	12	4	Waukesha	Waukesha	22.5	52	6	-14	21		
RacineRacine	77.8	237	24	48	42	33	Wausau	Marathon	31.9	92	8	20	44	1	
Rhinelander Oneida	8.9	36	5	9	12	5	Wauwatosa	Milwaukee	52.0	53	5	8	9	1	
Rice Lake Barron	7.9	30	5	7	14	4	West Allis	Milwaukee	62.7	116	13	19	20	2	
Richland Center. Richland	4.7	24	4	10	9	5	West Bend	Washington	7.5	24	4	10	10		
Shawano Shawano	6.0	25	4	4	13	4	White Fish Bay.	. Milwaukee	18.0	12	1	2	1	-	
SheboyganSheboygan	43.7	132	11	28	32	17	Wisconsin						-		
ShorewoodMilwaukee	17.5	39	2	5	2	9	Rapids	Wood	14.1	51	4	7	15		
South Milwaukee. Milwaukee	14.7	45	4	8	6	4									

	Wetro	0	POPULA ES 1/	ATION STIMATI	ES	Ma/II	TIVE B	E	100			0		L SALES	1954			SALES ADVER ING CONTR	TIS-
COUNTIES	politan Area	Total	er.	Fami-	Urban- ized	Net		Per	Per	Dollars	0%	Goun-	- (ir	FIVE ST	ORE GRO			Buving	Oual-
		(thou- sands)	U.S.A.	(thou- sands)	Population (thou-sands)	Dollara (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U,S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn,- House- Radio	Auto- motive	Drug	Power	ity in- dex
South																			
Milwaukee		14.7	.0090	-		37,400			6,372	11,267	.0066		4,226	355	550	2,600 831	346 593	.0092	
Whitefish Bay.	20	18.0				59,003			11569	6,263	.0037		2,763 5,627	117	951	4,254	- 623	.0151	
Menroe		32.7 28.0		7.1		34,024	.0138		3,958	25,588	.0151		4,001	1,390	968	4,354	949	.0122	
Ocento	1	20.0	.0100	1.0	6.1	25,911	.0103	861	3,049	21,943	.0128	3,000	4,001	2,383	800	4,394	240	.0122	10
Onelda		21.4	.0132	8.4	8.9	27,500	.0110	1,280	4,287	26,593	.0156	4,155	7,399	1,905	1,093	4,703	727	.0128	97
Rhinelander.		8.9	.0055	2.0		13,078	.0052	1.466	5.028	16,101	.0095		4;343	1,724	920	3,008	467	.0066	120
Outagamie	171	87.8	.0640	24.4	85.8	134,891	.0836	1,633	5,516	100,294	.0890	4,110	20,783	10,372	5,384	16,290	2,045	.0553	102
Menasha		07.8	.0410			122,304	.0488	1,811	6,068	88,850	.0583		88,679	10,910	0,048	18,579		.0484	1000
△Appleton		40.6				78,067	.0299	1,847	6,098	61,497	.0362		13,773	8,950	4,587	9,835	1,383	.0308	
Ozaukee		25.0	.0167	7.4	8.4	44,570	.0177	1,741	8,023	27,843	.0164	3,763	5,792	916	995	5,178	885	.0189	188
Popln		7.5	.004	2.1		7,766	.0031	1.03	3,707	7,605	.0044	3.621	1,729	227	177	1,807	67	.0038	83
Piercs		21.0	.0131	8.5		25,887			4,170	20,982	.0124	3,370	5.184	839	771	4,595	426	.0115	86
Polk		24.7	.0103	7.		26,931			3,639	28,900		3,635	6,074	1,787	309	5,204	731	.0132	87
Portage		35.1	.0211	9.	2 16.8	47,000	.0167	1,33	5,100	31,486	.0184	3,424	7,382	2,670	1,041	4,820	821	.0192	80
Stevens Point.		16.1	.0100	8 4.	8	27,266	.0100	1,620	6,048	22,196	.0130		5,805	1,842	1,007	2,799	561	.0114	111
Price		18.7	.0000	7 4	6 2.9	15.830	000	1 000	3 443	14.918	.0086	3.242	2.714	2.544	760	3,337	275	.0078	80

Before using these figures, see explanation page 11.

RACINE has a tremendous MARKET

Terrific Low Cost Radio Impact!

Racine County Is Wisconsin's Third Largest Retail Market

ND. HIGHEST in Per Capita Income. Ranks 23rd Nationally.

RD. HIGHEST in Family Income. Ranks 20th Nationally.

WRJN AM-FM

ABC Network. Wisconsin Network

The "SM" symbols mark original, exclu

WISCONSIN - (Continued)

HUA TYLES				TION TIMATI	ES	ACT A	TIVE BI			7100		O.	772	L SALES	1984			SALES ADVER INC CONTR	TIS-
COUNTIES CITIES	Metro- politan Area	Total	4	Fami-	Urban- izari	Not	%	Per	Per	Dollars	94	Coun-	(ii	FIVE ST	ORE GRO			Buying	Qual
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou- sands)	Dellars (add 900)	U.S.A.		Fam- ily	(add 900)	U.S.A.	Sales Per Fam- ity	Food	General Mdse.	Furn House- Radie	Auto- metive	Drug	Power Index	ity In- dex
Racine A Racine Burlington	114	117.6 77.8 4.9	.0479	35.1 23.7 1.6		228,642 160,574 8,794	.0639	2,064	6,429 6,775 5,496	143,644 109,314 15,091	.0845 .0643 .0089	4,092	36,584 28,724 2,873	9,007 7,937 939	8,254 7,335 796	25,371 19,864 3,350	3,939 3,486 395	.0847 .0608 .0050	127
Richland		18.8	.0116	5.2		20,266 6,362	1		3,397 4,544	20,936 15,124	.0123		4,381 2,634	848 697	857 612	3,917 2,963	463 368	.0100	

A and A See end of state for SM Metropolitan County Areas.

@ SM. 1955.

Before using these figures, see explanation page 11.

RACINE City Zone POPULATION



NOW.. 101,901

Near saturation coverage—BOTH daily and Sunday in this \$143,000,000 retail market.

and Sunday Bulletin ALLEN-KLAPP

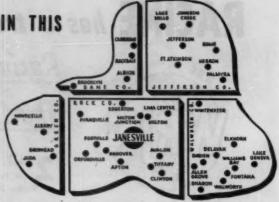
Represented Nationally

For setting quotas on a territorial basis, see cross index to states in the same geographical areas, at the beginning of each state table alongside the state name.

\$187 MILLION SALES POTENTIAL IN THIS

COUNTY

- V 115,000 consumers in this rich market. Over 33,800 family units with \$6,452 per household income. Only the Gazette covers this
- \$50,974,000 spendable income in Janesville alone. Over \$197,685,000 total retail sales—\$48,645,000 food sales,—\$4,945,000 drug sales in the market over Only the Gazette covers this market).
- nome of such leading and exponding industries as Parker Pen Co., G.M. Chevrolet-Fisher Body Assembly, George W. Berg Corp., and many others for a total of 170 important industries. Only the Gazette covers this was highly the
- 22,400 homes served nightly by the Janesville Daily Gazette. A total of 71% of this FOUR COUNTY PLUS MARKET is covered with this



Write: FOR DETAILED INFORMATION

JANESVILLE DAILY

JANESVILLE, WISCONSIN

GEORGE GRESSMAN, ADV. DIRECTOR

WISCONSIN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

15-54-	Metro	0		ATION TIMATI	ES	AUTA I	TIVE B					0	2772	L SALES	1964			SALES ADVER INC	TIS-
CITIES	politan Area	Total	~	Fami-	Urban-	Net		Per	Per	Dallars	%	Coun-	(in		ORE GRO			Buying	Ouai
		(theu- sands)	U.S.A.	lies (thou- sands)	Pepu- iation (thou- sands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Saice Per Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- mative	Drug	Power	ity in- dex
Reck		99.3	10011	30.1	89.4	176,883	.6704	1,781	5,876	124,796	.0734	4,148	30,260	9,875	5,442	23,490	3,016	.0095	114
Beloit		31.0	70191	9.3		59,833	.0238	1,930	6,434	48,696	.0286	1	12,654	4,558	2,580	10,901	1,405	.0243	127
Janesville		25.8	.0150	7.9		50,974	.0203	1,978	6,452	44,342	.0261		10,901	4,150	2,245	7,570	1,111	.0212	133
Ruek		16.5	.0101	4.5	4.0	18,065	.0072	1,095	4,014	15,478	.0091	3,440	3,038	1,978	339	3,002	234	.0083	82
St. Creix		28.9	.0186	7.0	7.1	33,193	.0132	1,234	4,368	27,154	.0189	3,573	4,931	1,776	639	8,104	801	.0147	89
Sauk		40.2	.0247	11.0	12.1	53,644	.0214	1,334	4,548	44,017	.0250	3,730	0,272	2,488	1,503	9,156	1,032	.0234	96
Baraboo		7.7	.0047	2.5		12,546	.0050	1,629	5,018	15,825	.0093		3,302	893	679	4,176	349	.0062	183
Sawyer		10.0	.0001	2.0		9,094	.0039	969	3,343	9,610	.0056	3,279	1,033	1,467	200	1,301	318	.0048	80
Shawano		35.8	.0219	9.6	6.0	39,780	.0158	1,120	4,141	28,737	.0100	2,993	6,287	1,815	802	4,783	483	.0173	79
Shawano		6.0	10037	1.7		9,327	.0037	1,555	4,486	15,928	.0076	1	3,258	493	276	3,551	322	.0049	132
Sheboygan	224	83.2	.0511	25.1	52.9	136,922	.0545	1,646	5,455	94,350	.0555	3,759	19,800	14,000	3,926	18,640	1,966	.8542	
△Sheboygan	1900	43.7	.0269			77,590	.0309	1,776	5,705	64,936	.0382	100	13,231	13,856	2,474	12,344	1,543	.0323	
Taylor	1	18.0	.0111	4.7	2.8	17,063	.0068	947	3,628	13,833	.0081	2,943	2,300	1,639	512	2,395	212	.0050	72

A and A See end of state for SM Metropolitan County Areas.

© SM, 1955.

Before using these figures, see explanation page 11.

WISCONSIN'S



SALES MARKET

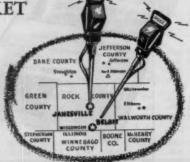
... Rock County ...

1/2 BILLION \$ MARKET WITHIN THE WCLO-WGEZ 1/2 MV/M CONTOUR

- Population—330,700
 Households—101,990
 Consumer Spendable Income—\$575,223,000
 Consumer Spendable Income per household—\$5640
 Total Retail Sales—\$404,249,000
 Gross Farm Income—\$124,438,000
 Number of Farms—10,973

- *Source: SRDS Consumer Morkets (1955)

Write for special market folder



ALL MAJOR AND LOCAL SPORTS Milwaukee Braves — University of Wisconsin High School — Beloit College — World Series Green Bay Packers.

JANESVILLE, WIS.

REPRESENTED BY: EVERETT-MCKINNEY, INC.

BELOIT, WISCONSIN



Nationally Advertised Brands Are "The Chief" Selling Brands

HERE'S THE CHIEF NEWS FOR ADVERTISERS —

OF ALL POTENTIAL SALES MANAGEMENT WISCONSIN

OSHKOSH LEADS THE

POPULATION
EFFECTIVE BUYING INCOME
TOTAL RETAIL SALES

Reach The LARGEST PERCENTAGE Of This Market Through The

OSHKOSH DAILY NORTHWESTERN

Offering Retail Dealer Helps — Campaign Bulletins — Distribution Checks Represented by Johnson, Kent, Gavin & Sinding, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WISCONSIN — (Continued)

eposition on the second	Metro-	0	POPULA ES 1/1	TION TIMATE /65	5	WOTE !	TIVE BI					0	773	SALES		CRE	53	ADVER ING CONTR	TIS-
CITIES	politan Area	Total	%	Fami-	Urban-	Net	%	Per	Per	Dollars	%	Coun-	(In	FIVE ST thousands	ORE GRO of dollars		Loca	Buying	Oua
		(thou- sands)	% of U.S.A.	ties (thou- sands)	Population (thousands)	Dollars (add 000)	U.S.A.	Gap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Frempealean		24.1	.0148	6.8		22,815	.0001		3,355	21,489	.0127	-,	3,700	2,111	1,071	2,499	352	.0113	71
/ernon		27.3	.0168	7.7	3.8	27,519		1,008		21,967	.0129		0,754	1,600	788	3,046	501	.0127	78
/ilas	MAI	9.8	.0061	2.9	****	8,578	.0039	977	3,303	12,610	.0074	4,348	3,719	807	176	1,269	89	.0054	81
Walworth		45.9	.0282	14.1	18.4	86,914	.0266	1,458	4,748	58,687	.0345	4,102	12,650	2,143	2,075	11,167	1,519	.0293	100
Washburn	10.00	11.3	.0070	3.2	2.8	11,281	.0045	998	3,525	11,254	.0067	3,517	5,292	422	143	1,734	395	.0066	8
Washington	-	38.8	.0226	10.5	12.5	56,564	.0225	1,537	5,387	41,797	.0245	3,961	8,800	3,227	2,053	5,986	650	.0232	100
West Bend		7.5	.0046	2.1	100	14,585	.0058	1,945	5,945	14,841	.0087		3,019	960	1,055	8,006	290	.0064	130
Waukeeha		99.5	.0612	28.0	34.2	174,068	.0093	1,749	8,217	89,960	.0529	3,213	24,301	3,168	2,996	16,636	2,189	.0027	10
Waukesha		22.5	.0138	6.3		43,332	.0173	1,926	6,878	37,178	.0219		9,799	2,484	1,511	9,386	1,047	.0180	13
Waupaca	1935	35.7	.0220	10.5	12.7	42,339	.0169	1,186	4,032	45,813	.0270	4,383	8,344	2,948	1,661	8,740	879	.0210	-
Waushara		13.9	.0085	4.2		12,249	.0049	881	2,916	13,624	.0000	3,244	2,127	1,719	369	2,570	175	.0085	71
Winnsbago	213	98.8	.0595	28.0	71.1	155,552	.0619	1.807	5,439	1,079,925	.0635	3,774	28,142	7,492	5,309	21,895	2,537	.0619	10
△Oshkosh		43.1	.0265	13.1	1000	72,136	.0287	1.674	5.507	68,188	.0401	-	15,471	5,967	3,638	17,094	1,513	.0317	12
Appleton-		30.10	W. T.	78 19			0						786		MAY	oi al		EASTER	
Noonah- Menasha			Alle			*** ***	0/00		6.055	00.000	0000		** ***	10 410	0.010	10 000		A/0/	
Neenah		13.5				26,516			6.467	88,859 17,363	.0583		5,433	10,810	6,043	13,579 2,170	\$,86£ 520	.0484	
Menasha	100	13.4	1			20,781			5,469	9,999	.0059		3,474	319	199	1,574	359	.0076	
Wend	1	53.9				76,190			5,113	58,901	.0346		13,563	8,526	1,683	11,510		.0322	
Marabfield	-	13.2		2000		20,473			5,534	23.964	.0002		4.437	3.076	792	8,636	568	.0100	
Wisconsin		20.0	1000			20,500		1.00	0,000					78 10,000	brown.		m-1		1
Rapids		14.1	.0087	4.1		25,590	.0100	1,815	6,241	23,855	.0002		5,585	2,306	518	5,077	325	.0110	12
Total Above Citie		1,838.2	1.1306	8 864.8		3,589,171	1.4000	1,928	6,383	2,620,983	1.5418	790	613,857	344,232	187,178	505,046	71,894	1.3935	12
State Total		3,880.2	2.2084	1,041.	2127.2	5,674,210	2,2564	1,580	5,448	4,078,200	2.3884	3,916	919,867	429,817	177,140	739,936	87,843	2.2909	10

Duluth-Superior	262.2	.1612	80.6 200.0	393,552	.1567 1,501 4,683	288,853	.1687 3,559	75,462	30,875	13,624	59,563	7,270	.1613 100
Green Bay 57	105.8	10851	28.9 76.6	189,078	.0673 1,598 5,850	118,317	.0898 4,094	24,889	15,252	7,539	20,294	3,072	.0675 104
Kenosha 73	81.6	.0501	24.6 80.0	147,300	.0586 1,805 5,988	98,330	.0578 3,997	26,441	5,700	4,354	18,208	2,499	.0567 113

A and A See end of state for SM Metropolitan County Areas.

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Before using these figures, see explanation page 11.

It's the SURVEY

It may be General Electric Company . . . Foote, Cone & Belding . . . the United Cerebral Palsy Associations . . . the UAW-CIO . . . the Traveling Library & Extension Dept. of the State of Wisconsin . . . the Board of Governors of the Federal Reserve System . . . a citizen's "watchdog" committee on state expenditures . . . the N. Y. Regional Planning Committee . . . or the N. J. Education Association . . .

Wherever reliable local data on population, income, sales are needed to launch a project or determine a course of action-it's the SURVEY."



The best profit producers in

WKOW Country

Madison, Wisconsin

WKOW

Wisconsin's most powerful radio station

51 counties \$2,524,017 retail sales \$3,442,393 Effective buying income



First with Madison Television

Now operating at 200,000 watts maximum ERP, delivering 100,000 TV homes in ten counties having well over \$620 million in retail sales.

More viewers in the rich Madison market than all other receivable stations combined.

Madison, the capital of wKOW COUNTRY, has over 105,000 population and a per family effective buying income of \$7,915.



SOURCE: 1955 Survey of Buying Power

CBS Affiliates Represented by Headley-Reed

	Metro-		POPULA ES 1/1		EB	Mall's	TIVE BINCOME					0	TTA	L SALES	1984			SALES ADVER INC CONTR	TIS-
AREAS	politan Area	Total	%	Fami-	Urban-	Not	%	Per	Per	Deliare	97/9	Coun-	(li	FIVE ST	of dollars			Buvina	Oun
		(thou- eands)	U.S.A.	ties (thou- sands)	Population (thou- sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fam- lly	(add 000)	U.S.A.	Sales Por Fam- ily	Food	General Meise.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- des
Madison	87	181.9		81.4			00000	0.000	6,718		.1233		41,916	21,440	8,667	33,922		.1201	
Milwaukee Racine	91 114	915.8 117.8		273.2 35.1		1,815,010 225,642			6,644	1,186,131 143,044		4,342 4,092	279,658 36,884	9,007	8,254	218,851 25,371		.0834	
△Appleton	171	87.8		24.4		134,591			5,516		.0590	4,110	20,783	10,372		18,200	2,048	.0883	
△La Crosse	201	71.8		20.7	-	*****			5,542			4,194	21,272	10,881	4,437	14,008	1,830	.0470	1
△Oshkosh	213	96.8	. 0505	28.0	71.1	155,562	.0619	1,007	5,439	107,925	.0835	3,774	20,142	7,482	5,309	21,865	2,537	.0619	104
△Sheboygan	224	83.2	.0611	25.1	82.9	138,922	.0646	1,848	5,485	94,350	.0888	3,750	19,800	14,800	3,926	15,040	1,900	.0842	106
Total of Aces		9 004 6	1 0000	***		9 697 697	2 4494			A 430 AFT		4 444	874 GER	210 248	101 000	444 190		1 4001	994

WISCONSIN — M Income Breakdown of Consumer Spending Units

100	Total	In-		N	ET IN	DOME	GROU	PS, 19	154			Total	in- come		. N	ET IN	COME	GROU	IPS, 10	154	
CITIES	Con- numer Units (thous.)	Con- cumer Unit	\$0-2 White	%	\$2,500 Wnits	% In- come	\$4,000 Units	% In- come	\$7,000 Wnits	& Over	COUNTIES	Con- sumer Units (thous.)	Con- cumor	\$8-9 Units	75 In- come	\$2,500 Units	In-	\$4,000 Units	0-8,990 % In- come	\$7,000 Units	& Over
Adams	2.7	3,864	49.8	22.8	25.8	28.3	19.4	34.1	5.0	14.7	Chippewa	13.0	3,548	34.4	12.3	30.3	25.9	27.5	37.5	7.8	24.3
Ashland	6.2	3,326	44.6	18.9	37.7	27.0	22.3	36.2	8.4	17.0	Chippowa Fallo	4.0	4,276	29.9	9.8	20.1	22.0	31.4	39.8	9.6	27.7
Ashland	5.7	3,734	36.5	13.8	27.7	24.8	28.9	41.7	6.9	19.6	Clark	9.9	3,284	45.0	19.3	28.9	29.6	18.8	30.9	7.3	20.2
Barren	11.4	3,380	41.6	17.3	32.3	32.2	20.3	32.4	5.8	18.1	1 2 3 4 1 5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	0.1120	5757	1, 22		2007		1972		1.750	
Rice Lake	2.8	3,000	35.1	13.4	33.1	30.1	25.1	36.5	6.7	20.0	Columbia	11.9	4,208	33.2	11.1	20.1	23.2	27.6	38.4	10.1	30.3
Bayflold	4.2	2,837	47.5	22.8	31.5	38.1	18.5	33.8	2.5	7.2	Portage	2.7	4,571	26.9	8.3	36.7	19.6	35.4	41.8	11.0	30.3
Brown	E3.0	4,983	25.5	7.2	22.8	18.4	37.8	40.9	13.9	36.5	Crawford	3.5	3,297	41.3	17.7	32.4	33.0	20.7	23.7	8.7	15.6
Green Bay	18.7	5.076	23.6	6.6	22.3	14.8	30.7	42.0	14.4	36.6	Dane	72.6	4,780	33.0	9.8	23.4	15.9	29.1	32.8	15.5	41.6
Buffalo		3,024	47.0	21.8	31.3	34.7	17.8	31.7	4.0	11.7	Madison	48.8	4,701	35.1	10.5	21.2	15.2	28.1	32.2	15.6	42.1
Burnett		2,730	54.1	28.0	29.5	36.3	13.6	26.8	2.8		Dedge	18.9	4,392	29.1	9.3	29.3	22.4	30.9	38.0	10.7	30.3
Calumet	6.0		32.9	11.7	31.0	28.4	26.9	36.6	9.2	25.3	Beaver Dam	4.4	4.817	26.3	8.2	28.2	21.0	34.5	41.1	11.1	29.7

C SM. 1955.

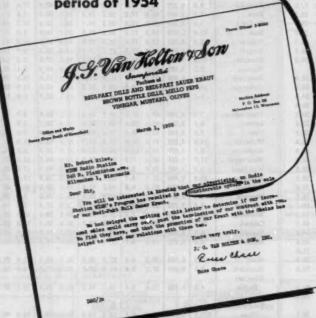
Before using these figures, see explanation page 11.

Advertising \$\$\$ WISN Radio . . . Top Results.

THE PERFECT TRIO

The WISN Advertiser **Dividend Plan**

In excess of 1200 cases over and above the same period of 1954



ADVERTISING SUPPORT

- Counter display cards
- Easel cards

- Newspaper tie-in ads
 Newspaper tie-in ads
 Product listing in Grocery Briefs mailed monthly to 1175 Milwaukee grocers
 Product listing in Druggist Briefs mailed monthly to 400 leading Milwaukee druggists

ON THE AIR SUPPORT-

- Special promotion of advertisers' programs via special recordings of program personalities.
 Continuing cross-promotion announcements.
 Advertiser tie-in program announcements.

MERCHANDISING SUPPORT-

- Trade mailings to Milwaukee's most complete
- Comprehensive production of mailing pieces for advertisers.

 • Retail and wholesale trade call system.

IN-STORE DISPLAY PLAN-

• WISN Grocery Chain Merchandiser - Makes available special displays in 133 A&P and 7 KOHL Food Stores.

> The extent of promotion and merchandising aid offered is based on contract scope and product require-

> We request your correspondence or personal visit for a discussion of your particular problems in the Milwaukee area.

VISN 1150 ON THE DIAL Milwaukee's First Station

The sales power of WISN promotion

can be gauged by this letter

THE MILWAUKEE SENTINEL

NEW YORK . DETROIT . CHICAGO . KANSAS CITY . DALLAS . SAN FRANCISCO . LOS ANGELES

MAY 10, 1955

Represented by the KATZ AGENCY, INC.

WISCONSIN — M Income Breakdown of Consumer Spending Units — (Continued)

- 20	Total	lis-		N	ET IN	COME	GROU	PS, 19	64			Total	In-	13	- N	ET INC	OME	GROUP	°S. 19	34	
COUNTIES	Con- sumer Units (thous.)	per Con- eumer Unit	\$0-2 % Units	/488 % In-	\$2,500 Units	% In-	\$4,000 Units	6,999 % In-	\$7,000 Units	& Over	COUNTIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2 % Units	2,499 % in- come	\$2,500 Units	3,998 % In- coms	\$4,006- % Units	6,999 % In-	\$7,000 a	lin-
Deer	6.9	3,644	36.7	14.2	31.4	28.9	24.6	36.4	7.3	20.5	Outagamie	29,1	4,791	27.3	8.0	25.8	18.1	32.8	38.0	14.1	37.0
Sturgeon Bay	2.7	3,840	32.4	11.9	32.5	28.5	26.4	37.0	8.7	22.6	Appleton	15.0	4,900	26.8	7.8	23.6	15.8		36.4		40.2
Douglas	16.9	4,203	31.0	10.4	26.1	20.8	33.8	43.3	9.1	25.5	Ozaukee	8.2	5,403	20.7	5.4	21.8	13.8	39.6	39.5	17.9	41.5
Superior	13.5	4,353	29.0	9.4	25.2	19.5	36.1	44.6	9.7	26.5	Pepin	2.5	3,106	44.4	19.8	30.3	32.2	20.5	34.8	4.8	13.2
Dunn	9.4	3,224	46.8	20.5	28.2	29.4	19.5	32.6	5.5	17.5	Pierce	7.0	3,277	45.8	19.7	29.3	30.1	18.8	30.9	6.1	19.3
Menomonie	3.6	3,366	45.8	19.2	25.9	25.8	22.1	35.3	6.2	19.7	Polk	8.0	3,375	42.5	17.8	30.1	29.9	10000	34.4		17.9
Eau Claire	20.5	4,580	28.1	8.7	22.7	16.7	37.1	43.7	12.1	30.9	Portage	11.6	4,042	38.2	13.4	24.1	20.0		36.2	2000	30.4
Eau Claire	13.9	4,791	26.0	7.6	20.9	14.7	39.5	44.4	13.6		Stevens Point	6.2	4,398	32.2	10.3	23.8	18.2		38.6	1	32.9
Florence	1.0	2,838	51.5	25.6	31.5	37.3	13.8	28.3	3.2	10.8	Price	5.2	3,027	48.3	22.6	30.7	34.1	16.0	28.4	5.0	14.8
Fond Du Lac	24.4	4,429	31.5	10.1	23.9	18.1	\$3.8	39.9	11.8	31.9		1		2							
Fond Du Lac	11.3	4,008	28.7	8.6	21.6	18.5	36.2	41.5	18.5	34.4	Flacine	39.6	5,697	17.8	4.4	18.4	10.8		41.2	777	43.6
TINCE.			100						123	23.0	Racine	27.8	5,780	16.6	4.1	17.7	10.3		41.5		44.1
Firest	2.8	3,063	47.6	22.0	30.0	32.9	17.4	30.5	5.0	14.6	Burlington	1.6	5,432	25.0	6.5	19.1	11.8		37.8		43.9
Grant	14.5	3,643	42.8	16.6	27.7	25.6	19.9	29.3	9.6	28.5	Richland	8.1	3,337	44.6	18.8	30.7	30.9	18.1	29.3	6.6	21.0
Green	9.0	4,727	32.5	9.7	26.4	18.8	26.3	30.0	14.8	41.5	Richland		9 011	20.0	15.9	91 0	29.7	20.8	31.0	8.1	24.0
Monroe Oreen Lake	8.2	4,871	31.9	9.3	23.2	16.0	29.4	32.4	15.5	42.3	Center	1.8 35.8	3,611 4,943	39.2	15.3	31.9	15.4		41.6		36.1
lowa	6.3	3,662	40.1	18.7	30.0	28.0	23.1	33.0	7.8	23.3	Reck	12.4	4,829	25.3	7.4	22.2	15.4	100000000	42.2	1	35.0
fron	2.8	3,800	37.7	14.8	31.7	26.1	28.2	42.1	6.3		Janesville	9.6	5,302	20.5	5.6	20.1	12.7		42.6	100000	39.2
Jackson	8.2	2,970	50.6	24.0	20.6	33.6	14.8	28.3	5.0		Rusk	8.2	3,477	42.4	17.2	29.3	28.3		32.7		21.8
Jeffersen	15.2	4,284	30.9	10.2	38.7	22.6	20.6	37.4	10.8		St. Crolx	8.5	3,927	37.0	13.3	28.2	24.1	24.1	33.0		29.6
Watertown	4.8	4,341	29.3	9.5	27.8	21.2	33.3	41.3	10.1	28.0	Sauk	13.6	3,963	36.5	13.0	29.2	24.8	25.7	34.9	0.00	27.3
Juneau		3,476	42.7	17.3	27.5	28.6	23.3	36.0	6.6		Baraboo	2.8	4.422	32.4	10.4	26.2	10.9	30.9	37.6		32.1
Kenosha	27.3	5,383	17.7	4.6	31.5		43.9	43.9	16.9		Sawyer	3.4	2,819	54.5	27.2	27.1	32.4	14.9	28.4	1	12.0
Kenosha		8,502	16.6	4.3	20.7	12.7	45.1	44.0	17.6		Shawane	11.0	3,600	38.7	15.2	35.5	33.1	18.6	27.9		23.8
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	2005	-,	2010	****	1	-	1	*****			Shawano	2.3	4,131	29.5	10.1	34.7	28.3	26.4	34.3	9.4	27.3
Kewaunee	5.2	3,527	37.1	14.8	35.4	23.8	21.3	32.6	6.2	18.8	Sheboygan	27.9	4,900	23.1	6.6	25.0	17.1	38.1	41.8	13.8	34.5
La Crosse	24.7	4,639	27.9	8.5	24.6	17.8	34.5	40.1	13.0		Sheboygan	15.0	5,150	20.0	5.5	23.8	15.5	41.2	43.0	15.0	30.0
La Crosse	18.2	4,714	27.6	8.2	23.9	17.1	34.9	39.9	13.6	34.8	Taylor	6.4	3,152	45.8	20.5	30.1	32.1	19.1	32.7	5.0	14.7
Lafayotto	5.6	3,503	40.9	16.5	29.8	28.6	22.4	34.5	0.9	20.4				-		100					
Langlado	8.8	3,760	37.1	13.9	29.3	26.1	25.0	35.8	8.6	24.2	Trempealeau	7.3	3,148	47.1	21.1	28.1	30.0	19.1	32.8	5.7	16.1
Antigo	3.6	3,813	34.8	12.4	28.4	24.4	28.6	39.4	8.7	23.8	Vernen	8.7	3,155	45.6	20.4	30.1	32.0	19.4	33.1	4.9	14.5
Lincoln	7.0	3,790	36.9	13.7	30.3	26.8	25.6	36.3	7.2	23.2	VIIas	3.0	3,149	42.3	19.0	37.4	40.0	14.9	25.4	5.4	15.6
Merrill	3.0	4,103	30.5	10.8	31.9	28.1	28.9	38.0	8.7	25.4	Walworth	15.8	4,233	31.9	10.6	27.2	21.8	27.9	35.5	13.0	32.3
Manitowoc		4,456	28.3	9.0	27.6		33.4	40,3	10.7		Washburn	3.7	3,071	48.4	22.2	29.4	32.2	17.0	29.8	5.2	15.8
Manitowoe	10.4	4,780	24.8		26.0		38.7	41.4	12.5		Washington	11.7	4,821	25.1	7.3	26.6	18.6	36.0	40.2	12.3	33.9
Two Rivers		4,721	19.9	6.0	81.4		37.0		11.7		West Bend	2.8	5,302	20.8	6.5	23.8	15.1	40.0	40.7 39.4	15.4	38.7
Merathon		4,329	30.5		30.8		29.5		9.7		Waukoeha	32.0	5,443	21.9	6.7	21.1	13.1	39.9	39.5	17.4	42.3
Wantau	10.9	4,823	26.5	7.8	26.8		34.1		12.6		Waukesha	7.8	5,464	22.3		30.4	28.6	25.2	38.0	6.5	18.4
Marinette	10.8	3,982	34.6		30.3		27.5	37.2	7.0		Waupaca	11.0	3,571	37.9 53.9		29.0	35.2	14.1	27.4	3.0	10.0
Marinette	4.9	4,249	39.6		31.0		30.7	39.0	8.7		Waushara	4.4	2,773	24.8		26.5	18.6	35.2	39.4	13.5	34.7
Marquetto		2,868	19.7		30.3		14.3	26.9	3.9	1000	Winnebage	32,4	4,798	27.1		27.2	18.7	32.9	38.1	13.8	34.0
Milwaukee		5,570	21.0	5.6	19.5		41.4	40.0	19.4		Neenah	4.8	5,498	17.6		22.2	13.6	42.6	41.7		40.2
West Allis		5,859	13.1	3.1	18.0		47.8		21.1		Menasha	100000	5,172	18.8		28.2			41.5	200	36.4
Wauwatosa		8,758	13.9		12.7	4.9	34.6		38.8		MIGHINANA	7.0	0,172	10.0	4.1	-0.0					
Cudahy		5,502	16.3		19.6						Wood	18.8	4,844	28.8	8.8	27.8	20.6	33.3	30.4	10.6	31.2
Shorewood	6.3	9,310	14.7		12.3		33.1			74.8	Marshfield	4.4	4,648	27.6		29.8		32.0	37.1	10.6	-
South	1	10.0	1	-		-			1		Wisconsin	1	1	1		1					
Milwaukee	4.7	5,781	13.9	3.4	16.6	9.7	49.0	45.6	20.8	41.3	Rapids	4.9	5,238	21.5	5.8	22.1	14.2	41.3	42.4	15.1	37.4
Whitefish Bay.		10,544	13.3		0.8		-					-	-	-				-		-	
		1			1		1		1		Total Above			1						1	
Monroe	9.7	3,514	39.7	15.9	31.0	29.7	23.4	34.3	6.1	20.1	Cities	678.3	5,241	23.1	6.3	21.8	14.0	38.3	39.7	16.6	48.0
Oconto	7.9	3,292	41.6	17.8	33.6	33.7	20.1	32.8	5.1	18.5	10	-	-	-		-				-	
Onelda	6.8	4,061	33.8						100000		State Total	. 1215.1	4,867	28.8	8.7	24.5	1	33.2	55.8	13.5	35.
Rhinelander	2.9	4,430	28.1	9.0	27.0	20.4	36.0	43.7	8.1	3 28.9	Water Street Co.	1	1	1		1		1	,	1	

WYOMING — Counties and Cities — (Other Mountain States: Arizona, Colorado, sive estimates by SALES MANAGEMENT.

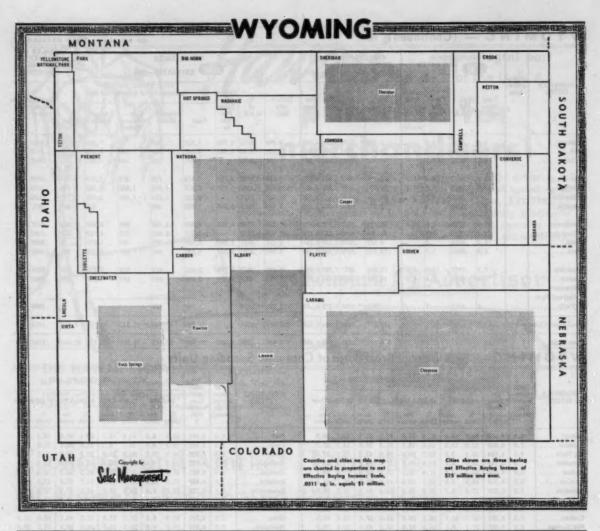
		Pop.	N	UMBE	z of O	UTLET	8			Pop.	N	UMBE	R OF O	UTLET	8
City	County	thous.)	F	GM	FHR	A	D	City	County	thous.)	F	GM	FHR	A	D
Casper Cheyenne Cody	Natrona	32.2 36.8 4.5	50 64 13	3	26 20 8	34 30 12	6 9 2	Rawlins Rock Springs. Sheridan	Carbon	8.1 11.4 11.7	10 33 39	3 8 7	8 7 15	16 18 23	4 5 7

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Before using these figures, see explanation page 11.

INDUSTRIAL SALES DATA FOR ALL COUNTIES

Industrial data for all counties—not just the leading 100—are available on IBM cards. Address Market Statistics, Inc., 432 Fourth Avenue, New York 16, N.Y. Phone MUrray Hill 4-3559.



	Matro-		POPULA ES 1/1	TIMATE	8	Maria I	TIVE BUNCOME					Q	772	SALES MATES	1954			SALES ADVER' ING CONTR	TIS-
COUNTIES	politan Area	Total	77.	Fami-	Urban- ized	Net	67.	Per	Per	Dollars	07.	Coun-	, (in	FIVE ST thousands	ORE GRO		AT	Buvina	Oual
		(thou- sands)	U.S.A.	lies (thou- sands)	Population (thou- sands)	Dollars (add 000)	of U.S.A.	Cap- ita	Fani- ily	(add 000)	% of U.S.A.	Sales Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Albany		20.1	.0124	6.0	18.3	39,990	.0180	1,990	6,865	22,458	.0132	3,743	8,292	1,296	968	5,803	497	.0144	116
Laramie		16.3	.0100	4.6		84,271	.0136	2,103	7,450	20,955	.0123		5,029	1,296	968	5,803	497	.0125	125
Big Horn		13.3	.0082	3.7	2.6	16,654	.0066	1,282	4,501	13,232	.0078	3,576	2,803	728	702	2,820	545	.0073	89
Camphell		4.4	.0027	1.4		6,543	.0026	1,487	4,674	6,450	.0038	4,607	1,192	324	259	1,165	211	.0030	111
Carbon		16.7	.0102	5.0	8.1	33,106	.0132	1,963	6,822	18,361	.0108	3,672	3,673	2,150	970	3,521	584	.0119	117
Rawlins		8.1	.0050	2.5		16,287	.0065	2,011	6,515	13,302	.0078		2,151	1,565	861	2,961	363	.0066	132
Converse		5.7	.0035	1.7	2.5	7,778	.0031	1,365	4,575	9,100	.0063	5,353	1,893	414	216	2,004	249	.0038	100
Creek	100	4.3	.0027	1.2		5,747	.0023	1,337	4,789	4,432	.0027	3,693	959	130	75	328	103	.0025	93
Froment		20.6	.0127	8.0	8.0	28,886	.0115	1,400	4,814	28,806	.0169	4,801	8,184	2,198	1,296	6,150	951	.0134	100
Goshen		12.8	.0078	3.7	3.4	18,679	.0074	1,459	5,048	14,583	.0086	3,941	2,861	988	294	3,541	344	.0078	100
Hot Springs		5.0	.0036	1.0	3.1	8,845	.0035	1,571	4,914	8,583	.0050	4,708	2,230	454	463	1,785	409	.0040	114
Johnson		4.7	.0029	1.4	2.7	7,041	.0028	1.49	5,029	5,928	.0038	4,234	1,359	408	284	961	120	.0030	100
Laramie		56.0	.0344	15.1	38.2	107,314	.0428	1,910	6,749	63,590	.0374	3,999	13,079	4,503	2,985	17,191	1,749	.0396	118
Cheyenne		36.8	.0226	11.6	3	67,006	.0267	1,821	5,776	88,513	.0344	Barre	11,744	4,508	2,848	16,295	1,585	.0282	125
Lincoln		8.3	.0051	2,4		10,577			4,407	9,265		3,860	2,119	888	397	2,494	302	.0048	94
Natrona		40.8	.0248	13.3	32.2	91,373	.0384	2,28	6,870	64,518	.0379	4,851	9,850	7,959	3,724	18,378	1,774	.0346	130
Casper		82.2	.0198	10.0	8	76,943	.0306	2.39	7,250	61,213	.0380	0	9,364	5,685	3,724	17.354	1,500	.0301	150

	Metro	-	POPULA ES 1/1	TION TIMATE	ES	AGITA !	TIVE BINCOMI					0	2777	SALES	1954			ADVER INC CONTR	TIS-
COUNTIES	politan Area	Total	% of	Fami-	Urban- ized	Not	%	Per	Per	Dellars	% of	Coun- ty	(ir	FIVE ST	ORE GRO	OUPS —add 000)		Buying	Om
		(thou- eande)	U.S.A.	(thou- sands)	Popu- lation (thou- eands)	Dollars (add 000)	U.S.A.	Cap- ita	Fam- ity	(add 000)	U.S.A.	Sales Per Fam- ity	Food	General Mdec.	Furn House- Faille	Auto- motive	Drug	Power Index	ity in- der
Niobrara	200	4.0		1.2		5,099	.0020	1,275	4,249	8,055	.0047	6,713	1,207	337	60	1,758	176	.0029	110
Park		17.2	.0106	5.3	8.0	29,928	.0119	1,740	5,847	21,681	.0128	4,091	4,835	807	932	8,005	638	.0119	
Cody		4.5	.0028	1.4		10,505	.0042	2,334	7,504	12,197	.0072		2,941	323	800	4,497	223	.0048	1000
Platto		7.7	.0047	2.4		11,700	.0047	1.821	4,879	9,038	.0053	3,766	1,975	775	379	2,314	378	.0049	10
Sheridan		19.8	.0122		11.7	31,704		1,001		25,837		4.037	8,973	2,015	1,892	5,058	769	.0133	
Sheridan		11.7	.0072	4.0		22,014			5,504	22,836	.0134	1,000	4,736	1,554	1,692	5.056	769	.0099	
Bublette		2.7	.0016		****	3,914			4,249	3,119		3,486	492	484	1,002	423	209	.0099	
Swootwater		22.3	.0138	8.8	14.5	38,171	.0152	1.712	5,872	27.070	.0150	4,105	8,326	4,245	949	6,927	805	.0151	100
Rock Springs		11.4	.0070	3.4		21,492		1,885		20,998	.0123	4,100	3,925	2,851	677		575		1 1000
Teton		2.8	.0016	.8		4.027			5.034	0,231		7,789	1,182	260	181	6,762	75	.0094	
Ulinta		0.0	.0042	1.7		10,532			6,196	8,598		5,088	1,000	443	888	1,622 2,128	204	.0022	
Washakis		7.7	.0047	2.1	4.6	12,821	.0051	1.665	8,105	13,210	.0077	6,290	2,602	481	698	2,770	351	.0058	101
Weston		7.9	.0049	2.4		14,882		1,884		12,921	.0076		2,853	563	143	4,202	808	.0068	
Yellowstone					-10	-				12,021	.5070	0,000	.,003	900	140	4,202	903	.0002	127
National Park																			
(Part)		.4	.0003	.1		911	,0004	2,278	9,110	2,575	.0016		45	524				.0008	267
Total Above Cities		121.0	.0744	88.1		248,517	.0000	2,054	6,523	210,014	.1234		39,890	17,777	11,830	58,728	5,514	.1018	136
State Total		312.2	.1921	93.3	164,4	846,233	.2176	1,750	5.858	407.637	.2398	4,389	81,480	33,413	18.281	99,176	19 049	.2192	114

WYOMING — Income Breakdown of Consumer Spending Units

	Total	in- come		N	ET IN	COME	GROU	PS, 11	164			Total	In-		N	ET IN	COME	GROU	PS, 19	154	
CITIES	Con- sumer Units (thous.)	per Con- aumer Unit \$	\$0-1 % Units	% in- come	\$2,800 Units	-2,999 % in- come	\$4,000 Wnite	% in- came	\$7,000 Wnite	& Over	CITIES	Con- sumer Units (thous.)	per Con- sumer Unit	\$0-2 Units	2,499 % In- come	\$2,500 Unita	-3,999 % In- come	\$4,000 Units	-6,999 % In- come	\$7,000 Wnits	& Ove
Albany	9.2	4,320	33.5	10.4	21.6	15.0	81.2	36.9	13.7	36.8	Park	6.0	5,016	23.2	8.2	21.6	13.7	30.1	40.0	16.1	40.1
aramie	7.8	4,309	33.8	10.4	20.6	15.1	31.4	36.8	14.2	37.7	Cody	1.8	5,817	19.9	4.6	16.7	9.2	41.0	38.7	21.8	49.5
lig Horn	4.0	4,124	28.2	9.2	25.7	20.0	34.9	43.3	11.2	27.8	Pfntto	2.9	4.020	30.3	10.2	30.2	24.0	29.3	37.3	10.2	28.5
ampbell	1.8	4,146	30.0	9.7	31.6	24.4	27.0	33.4	11.4	32.5	Sheridan	0.7	4,723	29.4	8.4	24.6	16.7		34.7	18.9	40.2
Carbon	6.7	4,910	23.5	8.4	19.9	13.0	39.2	40.9	17.4	38.7	Sheridan	4.5	4,911	27.5	7.5	23.4	15.3	34.2	35.7	14.9	41.5
Rawiins	3.1	5,319	19.5	4.9	18.1	10.9	41.3	33.8	21.1	44.4	Subietto	1.0	3,895	37.0	12.8	25.7	21.1	24.7	32.5	12.6	33.8
Converse	1.8	4,728	27.4	8.7	25.9	19.6	33.9	41.1	12.8	20.4	Sweetwater	8.1	4,730	23.5	8.8	20.9	14.2	43.6	47.3	12.0	31.9
Preok	1.4	4,044	33.3	11.1	33.4	28.4	21.0	28.6	12.8	25.9	Rock Springs	4.5	4,700	26.1	7.4	19.6	13.1	40.8	43.8		
Fremont	8.8	4,252	29.1	9.2	28.7	17.8	33.8	40.8	18.4	32.2	Teton		4,339	28.5	8.8	23.8	25.0	23.2	27.3		38.9
Boehon	4.3	4,387	32.7	10.1	28.1	20.6	23.4	27.4	15.8	41.9	Uinta	2.2	4,755	24.0	6.8	23.0	15.5	37.2	40.1		37.6
Hot Springa	2.0	4,497	27.1	8.1	24.5	17.4	35.9	40.9	12.5	33.6	Washakis	2.7	4,818	23.5	8.6	25.2	18.7		38.3		38.4
lohnoon	1.8	4,010	38.0	13.1	25.1	20.0	22.4	28.0	13.6	20.3	Westen Yellowatene	2.8	5,281	23.9	6.1	24.3	14.8		32.5	1	46.6
Laramia	28.1	4,276	35.3	11.1	20.8	15.6	30.8	-36.8	18.1	36.5	National Park	.2	5.236	7.0	1.8	37.9	23.2	37.9	37.0	17.3	38.0
Cheyenno	13.8	4,000	24.5	6.7	21.9	14.4	87.2	39.2	16.4	25.7				-		-					
Lincoln	2.7	3,925	27.7	9.5	32.7	28.6	30.4	39.7	9.2	24.2	Total Above	13,000		100							
Natrona	15.9	5,731	19.8	4.5	17.6	9.8	40.5	36.2	22.6	49.5	Cities	48.8	5,003	24.5	6.5	10.0	12.5	37.6	37.8	18.0	43.2
Casper	13.3	5,772	19.8	4.5	17.8	9.6	40.3	35.8	28.1	80.1											-
Niobrara	1.3	3,883	38.2	11.8	23.3	10.2	33.7	44.5	9.8	24.8	State Total	118.2	4.622	28.5	8.3	22.6	15.7	34.0	37.7	14.9	28.3

O SM, 1955.

Before using these figures, see explanation page 11.

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Economic and Market Highlights Of Hawaii, Alaska and Puerto Rico

Our territorial possessions—Alaska, Puerto Rico, and Hawaii—have one important marketing characteristic in common: they are all almost completely dependent on the United States for the supply of commodities entering into their retail trade. In this respect they represent favored markets for United States manufacturers seeking overseas markets without running into customs barriers. However, in all other respects, the marketing characteristics of each territory are uniquely different from each other, and from the mainland. Americans interested in new markets here must understand the problems that are peculiar to each of the territories.

HAWAII

The Hawaiian Islands are situated about midway between America and Asia, with Honolulu about 2,400 miles from San Francisco. This enormous distance from the mainland has nowadays been narrowed by regular airline traffic, but this fact still is a dominant market characteristic of the territory. Thus, the relatively high freight cost on mainland goods gives rise to a high price and wage structure. Indeed, it will be noted that Hawaiian per family income and per family sales ratios rank favorably with those of the mainland.

Another explanation for the high per family income and sales ratios is to be found in the extremely high ratio of persons per family. Non-Caucasians, making up about five-sixths of the total population, have an average family size of about five persons. The climate is extremely mild, with a temperature ranging between 58 and 74 degrees in the winter, and between 64 and 80 degrees in the summer.

The climate and the Oriental origin of the bulk of the population encourage a native mode of dress running to straw slippers and light-weight cotton garments, and a diet which emphasizes fish and marine products and vegetables. The Japanese, who are the largest single ethnic group (about 100,000), constitute a large market, for example, for the sale in grocery stores and super markets of a wide range of specialized canned goods and vegetables, fishcakes, beancakes (Topu), etc.

The Hawaiian economy is predominantly agricultural, with intensive cultivation possible because of the excellent water supply and climate. In addition to the rapidly fluctuating civilian payroll of the armed forces (over 100 million in 1954), the largest industries are sugar production, pineapple production, and tourism. With the help of the airlines, the last is the most rapidly growing industry; over 100,000 vacationers visited the islands in 1954, as compared with 25,000 in 1940. The result is a continuing construction boom, particularly in the Waikiki district of Honolulu, with a rapid increase in hotel and other tourist facilities.

Population, which boomed tremendously during the war, is now declining somewhat, reflecting some outmigration in excess of the extremely high birth rate. Economic activity in 1954, however, reached record levels with respect to both sales and income. The income of Hawaii is now greater than that of five of the United States, thereby underlining the Hawaiian bid for statehood. Indeed, the sheer dollar magnitude of Hawaiian trade justifies the growing practice of considering Hawaii as part of our domestic market, to be serviced from a district headquarters on the Pacific coast, rather than the Export Department. While the prospects for Hawaii winning admission as a state depend on political considerations, there is no question that as its income nears the billion mark within the next five years, Hawaii's economic importance will no longer be ignored. (Note: A wealth of data has been recently assembled by Charles F. Schwartz of the Department of Commerce and published under the title, "Income of Hawaii." Copies may be ordered from the Superintendent of Documents, Washington, D. C., for \$.55.) Active military operations and defense construction of great magnitude continue to maintain income and sales in Alaska at extraordinarily high levels. Military expenditures in Alaska are not publicized, although in recent years the U.S. Army Corps of Engineers has average over \$200 million annually in military construction, mostly in the Anchorage, Fairbanks, Kodiak and Big Delta areas. It is clear, however, that most of the military construction program has been completed.

Per capita income and per capita sales levels are far greater than those of the United States, in part because of high transport charges on imports. Freight rates to Alaska are particularly high because of the lack of south-bound cargo during the greater part of the year. Yet Alaska has a favorable balance of trade with the United States in that its exports consistently exceed the value of its imports.

The character of Alaskan retail trade can be best indicated by the following comparison with the U. S. based on the 1948 Census of Business:

ALASKA

The magnitude of Alaskan expansion during the war and post-war years has exceeded the expectations of the most ardent of the local Alaskan boosters. Recently released Census of Population reports have established that the population gain since 1950 is over 50%, far greater than that of any other state or U.S. territory.

A large proportion of this population gain is accounted for by military and naval personnel, estimated to total about 100,000. However, in relation to Alaska's vast geographical spread (about one-fifth of the size of the U. S.), this huge percentage gain in population merely brings its population density up to 33 persons per 100 square miles, as against an average for the U. S. of about 5,000 persons per 100 square miles.

	Percenta Total Ret Alaska	
Total	100.0%	100.0%
Food		23.7
Eating and Drinking		8.2
General Merchandise and General		
Stores	. 21.8	13.1
Apparel	6.4	7.5
Furniture-Home Furnishings and		
Appliances	3.0	5.3
Automotive		15.4
Gasoline	1.4	5.0
Lumber-Building-Hardware		8.5
Drug and Proprietary Stores		3.1
All Other		10.2

	Metro-		POPULA ES 1/1		ES	A SULTA	TIVE B			- 131	1.G	O	773	SALES	1954	NVA.		SALES ADVER INC CONTR	TIS-
COUNTIES Polit Are	politan Area	Total	%	Fami-	Urban- ized	Net	%	Per	Per	Deliare	%	Coun-	(in	FIVE ST	of dollars			Buying	Oual
		(thou- sands)	U.S.A.	(thou- eards)	Pepu- lation (thou- sands)	Deliars (add 900)	U.S.A.	Cap- ita	Fam- ily	(add 000)	U.S.A.	Sales Per Fam- ily	Food	General Mdee.	Furn,- House- Radio	Auto- motive	Drug	Power Index	ity in- dex
Henelulu		389.4 256.1		92.8	297.0	834,441 472,264			6,837 7,166	374,968 324,190	.2205	4,041	122,130 98,468	43,554	18,988	58,290 48,640	12,483 11,639	.2367	
Hawali		84.3 25.8		18.2	26.5	87,088 38,301	.0347	1,354	4,785 5,985	51,429 34,643	.0314	2,938	18,870		3,153 2,479	12,635 12,445	1,274	.0347	100
Maul		48.0	.0277	12.8	22.7	58,725	.0234	1,305	4,588	37,016	.0218	2,892	14,321	8,925	1,685	8,887	784	.0238	86
Kaual Kalawea		29.5	.0181	8.6	7.0	39,294	.0156	1,332	4,589	23,351	.0137	2,715	6,925	7,398	1,001	8,022	70	.0155	86
Total Above Cities		281.6	.1732	72.5		\$10.565	.2034	1 813	7.062	358 523	.2111		106.362	43.169	20.356	61.088	12.530	.1997	115

Territory Total 78.834 14.571 HAWAII Income Breakdown of Consumer Spending Units NET INCOME GROUPS, 1984 **NET INCOME GROUPS, 1964** COUNTIES COUNTIES \$0-2,409 \$2,500-3,990 \$4,000-6,999 \$7,090 & Over \$0-2,499 Honolulu.... 5,349 7.8 23.4 14.9 26.6 29.3 119.6 20.1 18.9 48.0 Kauai..... 4,201 25.8 8.6 42.4 33.5 21.4 27.0 10.4 30.9 5,814 4,410 Honolulu.... 81.2 25.0 8.2 22.7 13.3 30.5 28.7 21.8 51.8 19.7 10.3 35.1 27.2 21.3 26.3 Hawaii.... 31.7 11.9 38.2 Total Above 29.9 19.5 30.1 28.6 Cities 5,783 23.3 13.8 4,440 25.4 8.1 30.9 30.4 23.2 28.4 11.5 33.1 8.1 27.3 18.2 26.9 28.8 16.9 44.9 Territory Total* 5.098 28.9

In general, Alaska would be a far greater consumer of hard goods if it were not for the problem of maintenance of service for such items as cars, stoves, washing machines, etc. Manufacturers who are willing to consider the special problems of Alaskan consumption and can furnish such hard goods geared to the climate and requiring little servicing, can easily dominate the Alaskan market, for the price of a product is of relatively little importance here.

It must be noted, however, that at present a large part of Alaskan sales are handled through a small number of Seattle wholesalers and also through direct mail orders. Since income levels and savings are very high, Alaskans are good prospects for consumer goods of sufficient value to

bear the cost of transport.

Marketing men should rid themselves of the widespread notion that Alaska is a vast frozen waste, offering only the most rigorous of living conditions. The average January temperature in Anchorage, Alaska's largest city, is 11 degrees above zero. Except for Fairbanks, almost all other towns have even milder winters. Tourists going to Southeastern Alaska require the same type of clothing worn in New York or Seattle.

Population growth in Alaska has been so rapid that 1950 Census data for cities has been completely outmoded. Anchorage, the largest city, now has close to 60,000 persons, including the population of adjacent military installations. The Fairbanks area now has 40,000.

Most economic activity in Alaska is heavily seasonal, which is today almost wholly confined to the months of April through October. But this is due to the nature of its principal industries, rather than to climatological factors. Thus, Alaska normally derives over \$100 million in annual proceeds from its extensive fish canning and processing industry, in which salmon canning is most important. However, in recent years the salmon seasons have been falling off, and the Fish and Wildlife Service has been unable to

account for the weakening of the salmon runs.

Since the other major industries—farming and mining—are also highly seasonal, Alaska's labor requirements reach a very marked peak in the summer months. A small proportion of its labor force is in fact made up by single transients, many of whom may not even be included in the population total, and who return to the United States periodically. The high proportion of single men (some are brought up in connection with short-term construction projects) accounts for the very small average size of family in Alaska. And, of course, aside from the native Eskimos and Indians, who make up about one-fifth of the population, the proportion of women to men remains low (38 to 62 as compared with the 50-50 ratio in the U. S.), but is increasing steadily, with the development of "family" life and the rise in the number of permanent residents.

PUERTO RICO

In contrast to Alaska, Puerto Rico, with 66,000 inhabitants per 100 square miles, is one of the most densely populated rural areas of the world. This population density makes the Puerto Rican market quite attractive in terms of quantity, but far less so with regard to quality. Indeed, its rapidly growing population represents Puerto Rico's most important economic problem, for the Island's industrial and natural resources are not sufficient to support so large a population at a standard of living comparable to that of the mainland.

Our beneficial influence on the Island is discernible in many ways, particularly in progress made in education and public health. Literacy has increased from 23% in 1900 to 76% in 1950, surpassing standards set for almost all of Latin America. (Note that 40% of all Puerto Ricans

ECONOMIC AND MARKET HIGHLIGHTS FOR ALASKA AND PUERTO RICO, 1954

	Alaska	Puerto Rico
Population, January 1, 1955 (thous.)	200.0	2250.0
% of U.S.A	.1230	1.3840
Families, January 1, 1955 (thous.)	60.0	470.0
Net Effective Buying Income (mil.)	310.0	875.0
% of U.S.A	.1234	.3884
Per Capita Income	\$1,550	\$389
Per Family Income		\$1,862
Retail Sales (mil. \$)	210.0	510.0
% of U.S.A	.1235	.2999
Per Family Sales	3500	1085
Food Store Sales (mil. \$)	55.0	220.0
Genl. Mdse. Store Sales (mil. \$)	44.0	25.0
Furniture, House-Radio Store Sales (mil. \$)	15.0	28.0
Automotive Store Sales (mil, \$)		75.0
Drug Store Sales (mil, \$)	10.0	20.0
Buying Power Quota		.5410
Quality of Market Index	100	39

speak English.) Similarly, the death rate has been reduced from 31 per thousand in 1900 to 7.7 per thousand in 1954, equal to that of the United States. But since the birth rate (34.5 per thousand) still ranks among the world's highest, the rate of national increase is particularly rapid, although in recent years, the birth rate has been declining (it had been 41 per thousand in 1950) and the national increase has been offset by a heavy annual emigration to the United States. However, the bulk of this emigration has consisted of men in the most productive age groups, and an indefinite continuation of such a trend can create future serious shortages in the Puerto Rican labor force.

Puerto Rico's lack of industrial self-sufficiency makes the Island a favored market for the entire range of American goods, from food to automobiles. However, a disproportionate share of the Island's imports go for food, which makes up a disproportionately large part of the retail

trade total.

The great weight given to food in the Puerto Rican budget is, of course, related to its low per capita income, which is about half that of Mississippi, our lowest-income state, though far higher than most of its Caribbean

neighbors.

The government drive to attract new industries in order to lessen its dependence on sugar production is beginning to show results. The need for industrialization is underscored by the fact that Hawaii produces as much sugar as Puerto Rico (1,000,000 tons) with only one-fifth as many sugar workers. It is interesting to note that the share of the agricultural income has decreased from 22% of the total net income in 1950 to 18% in 1954 whereas the income from manufacturing has increased from 13% to 15% during the same four year period.

Gross Product which represents the total value of all goods and services produced in Puerto Rico hit \$1,172,-000,000 in 1954, an increase of 5% over 1953 and 52%

over 1950.

Investments in machinery and equipment reached \$65 million in 1954, an increase of 2.5% over the preceding

year and an increase of 51.5% over 1950.

External Trade reflected the increase in the general economic activity of the Commonwealth. In 1954 shipments of merchandise to Puerto Rico amounted to \$517 million, an increase of 4.4% over 1953 and an increase of 50% over 1950. Shipments from Puerto Rico to the mainland and foreign countries reached \$348 million, an increase of 9% over the preceding year and a rise of 48% over 1950.

Travel—Outsiders spent an estimated total of \$22 million traveling in Puerto Rico in 1954. This represents an increase of 13% over 1953 and an increase of 220% over

1950.

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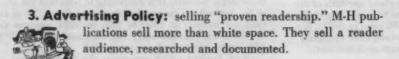
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OTHER SERVICES

The Financial Post
Corporation Service
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Service
Commercial Printing
Division



The year 1854 was for Canada as it was for the United States both a testing period and a turning point. In Canada, as in the States, industrial output turned down in 1953 but turned up again in 1954 to mark one of the shortest recessions in history. Indeed in Canada, contrary to the popular expectation of a three or six month lag behind U. S. economic performance, industrial output not only did not fall off as sharply as in the U. S., but also recovered more ground more quickly.

Here is a comparison of Canada's 1954 gains over 1953, with those of the United States.

Percentage Change 1954 Over 1953	Canada	U.S.
Gross National Product	-2	-2
Disposable Income	+1	+1
Cost of Living	+1	No Change
Industrial Production	-2	6
Retail Sales	-1	No Change
Food Store Sales	+1	+2
General Merchan, Sales	-1	-1
Furniture, Radio and		
Appliance Sales	1	-1
Automotive Sales	-6	5
Drug Store Sales	+3	+3

The Capital Investment Boom

An extraordinarily high level of capital investment has been and continues to be the key to the post-war Canadian boom. In the past eight years, Canadians have set aside \$34 billion, or over 20% of total output for new investment, and in 1954 alone, investment again totaled nearly \$6 billion. Americans account for a sizable portion of Canadian investment, averaging over one billion dollars per year. While the main emphasis is still on the development of

natural resources, industry also comes in for a handsome share. American investment interest centers chiefly on oil, iron ore, newsprint, aluminum, lumber, cobalt, lead, zinc, copper, etc.

However, in 1954, the effects of the recession were reflected in a 9% decline over 1953 in investment in new manufacturing plants; spending on new machinery and equipment in agriculture, forestry, and construction were cut by 14%. This decline was more than offset by increased investment in mining and oil, in utilities and housing, and by government action.

As basic as the capital development program is the fact that Canadian population is growing at the rate of 3% per year (about twice the U. S. rate), and will approach the 16 million mark next year.

We have, therefore, taken great pains to make our special Canadian Section as useful as possible to our American subscribers now operating in Canada (with or without a Canadian manufacturing or assembling plant), and to our Canadian subscribers who wish to apply the same yardsticks of market measurement which SALES MANAGEMENT has developed for the States since 1929.

The same methods and techniques which have made it possible to measure changes in U. S. A. Potential Retail Sales and Income with a degree of accuracy exceeding 95% have been applied to Canada by the magazine's Research Department, the staffs of Market Statistics, Inc., and International Business Machines Corporation

This year, as in the past, we have

enjoyed the benefit of consulting with various statisticians and officials of the Dominion Bureau of Statistics on the accuracy of our estimates for all of Canada and the provinces particularly, and in some instances on our estimates for county and metropolitan areas. In this connection, our special thanks go to J. L. Forsyth, Acting Director of the Census Division; F. H. McCoy, Information Services Division; J. C. Brearley, Asst. Chief, Merchandising and Services Section; and S. A. Goldberg, Director of the Research and Development Division, all of the Dominion Bureau of Statistics.

Population Estimates

Our estimates of "families" for Canada follow the United States Census Bureau definition of the family as a "private household." It thus includes all the persons who occupy a house, an apartment, or other group of rooms, or a room that constitutes "separate living quarters." It includes the related family members, and also the unrelated persons, if any, such as lodgers, servants or hired hands, who share the living quarters. A person living alone, or a group of unrelated persons sharing the same living accommodations as partners, is counted as a household.

With one exception, the civil units in Canada are the same as those in the U. S. A., the exception being in Manitoba, Saskatchewan, Alberta and British Columbia, where there are no county names. Instead, each province is divided into divisions, which are synonymous with counties, and readers who wish to prepare market maps

of these provinces should request detailed outline maps from the Dominion Bureau of Statistics, Ottawa, Ontario.

Canada, despite its vast geographic size, has a far more concentrated population than the U. S. A., and this cuts the cost of sales and advertising. Sales organizations that want to do an intensive local advertising and promotion job can concentrate in Canada's 88 largest cities, which account for 70% of the retail sales volume; whereas in the U. S. A. the 502 largest cities account for only 62% of the retail sales.

Counties are listed in alphabetical order in provinces, and cities are indented under the counties of which they are a part, with city figures shown in contrasting light-face type. Because part of Canada is Frenchspeaking, a column is provided under "Population" for the percentage of population (according to the 1951 Census) which is French-speaking, i.e., persons speaking French only, or French and English. Many marketing authorities agree that the two groups should be added together and considered as the segment of the population which can be reached most effectively by use of the French language.

Retail Sales-

Comparisons of Survey and Canadian Census Data

The release of the results of the 1951 Canadian Census of Population and Retail Saler gave us the first chance in ten years to check the accuracy of Survey data. The Census results underlined two points:

First, the magnitude and rapidity of Canadian expansion since 1941, which SALES MANAGEMENT has taken great pains to emphasize, has exceeded that of the United States in the same years.

Second, despite the lack in Canada of the complete and detailed statistical reporting available for the states, counties and cities of the United States, the Survey of Buying Power estimates of population and retail sales for Canadian areas have proved to be sufficiently accurate to allow marketing men both here and in Canada to appraise intelligently the potentials of many new and rapidly growing markets.

The Sharp Contrasts

In the period 1941-1951, a decade of unprecedented advance for the United States economy, when population rose 15% and retail sales increased by 177%, the corresponding Canadian population gain was 22% and the gain in retail sales 210%. See Table 1, "Population and Retail Sales Changes."

In 1947 Sales Management began its Canadian Survey of Buying Power in response to a growing need for current marketing data on Canada that had become increasingly emphasized by the tremendous economic strides made by Canada during the WW II. The last Canadian Census had been taken in 1941, and the next one was not to be taken until 1952, covering the year 1951, but with no results available until 1953. The paucity of postwar benchmarks presented a challenge to SALES MANAGEMENT, but the know-how and techniques developed on the U.S. A. section were applied to Canada.

How close to the truth were the SALES MANAGEMENT estimates for Canada? Over three years ago, in the May, 1951 Survey of Buying Power, Canadian population (including the newly added province of Newfoundland), as of January 1, 1951, was estimated at 14.0 million. The Census figure was the same but was released two years later.

In the May, 1952 Survey, total Canadian retail sales for the year 1951 were estimated at \$10,425 million. This proved to be within 2% of the Census figure released 18 months later. The correspondence is actually closer, for the Dominion Bureau of Statistics' definition of retail sales differs slightly from that of the United States Bureau of the Census, to which all Survey estimates are geared, in that garages are included, although the United States practice is to regard garages as belonging to the service trades. Deducting \$136 million for such outlets brings the Canadian Census figure down to \$10,518 million, giving the Survey estimate an "error" of ninetenths of one percent! Readers may recall a similar instance in 1951 when the 1948 United States Retail Trade Census reported a national total of \$130,527.3 million, as against the SALES MANAGEMENT estimate, published over two years previously, of \$130,557.3 million, an "error" of two hundredths of one percent! SALES MANAGEMENT'S research men disclaim all pretensions of "black magic": They would have been more than satisfied to come within three percent of the truth.

How to Verify Accuracy

Actually, the best way to evaluate the accuracy of the Survey estimates, which are annual projections from a previous Census benchmark, is to divide the total error by the number of years between Censuses, for each succeeding year introduces an opportunity for error, which cumulates over the entire period. By and large, the

Survey estimators hope to keep within a one precent average annual error on all estimates, both for the United States and for Canada. If we maintain an average annual error of one percent, the estimates in this Survey offering 1953 data would be two years removed from the Census base, and therefore subject to a 2% error.

The change in the structure of retail trade in the period 1941-51 showed some, but not all, of the type of developments reflected in the United States in the same years. As in the United States, the rate of gain for general merchandise stores lagged far behind total retail store sales gains, but, unlike the United States, so did food store sales. General merchandise sales in 1951 accounted for 16.8% of the Canadian total, as against only 11.9% in the United States. The explanation in part reflects the somewhat greater importance, in Canada, of the general country store, included in general merchandise. This is borne out by the fact that the Canadian food store group only accounts for 21.6% of total sales, as against 24.1% in the United States.

Greater Gains in West

Regional changes in the structure of retail trade in Canada showed the same westward shift that characterized the United States. Thus, British Columbia and the Prairie Provinces enjoyed the greatest gains (over 250%), with the Maritime Provinces lagging behind, gaining only 150%. Again, as in the United States, retail sales gains in the major metropolitan areas lagged somewhat behind the national gain, with by far the largest gains occurring outside of the central cities. All of these basic changes had been anticipated in the 1952 SALES MANAGEMENT Canadian Survey, with, however, the following exceptions:

The Survey underestimated certain individual components of retail sales, particularly furniture, household furnishings and radio sales, despite overall accuracy on total sales. See Table 2, "Comparison of Components of Retail Sales, 1951."

On the other hand, there was an overestimation of the retail sales of the large metropolitan areas.

Defining the latter along county lines, as indicated in Table 3, "1951 Canadian Census of Retail Trade vs. SALES MANACEMENT Estimates," Survey estimates for nine of the leading ten areas proved to be somewhat on the high side. However, the Census results are themselves sometimes puzzling. Winnipeg, for instance, the

(Continued on page 766)



We've recently completed an in-depth study of Canadians, with special emphasis on the French market. The study is called *The Canadian* and is the most comprehensive we've ever undertaken. Extra copies have been ordered—so that you may have one with our compliments.

You'll find The Canadian a valuable addition to your market data. You can use it to help you answer questions like "How many salesmen should we have in the Maritimes?", "Where are Quebec's industries concentrated?", "How many Westerners will reach our product age-group this year?" Here are answers to questions that require detailed and reliable analysis.

You can order a copy from either our Toronto or Montreal office. A phone call or note from your secretary will do. The index of the book will give you an indication of its scope.

Index

Foreword Native vs. Foreign Born Canadian Racial differences Distribution of French Population Language Make-up of Each Province Changing Language Trends Urban-Rural Breakdown Age Groups, and Family Size Language Characteristics in Quebec Sales and Population Breakdown Breakdown of Various Indices by Industry Make-Up of Quebec Province Formal Schooling Religion Politics Advertising Media in the Two Languages Sources of Data

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Table 1

Canada vs U. S. A. - Population and Retail Sales Changes

		POPULATION (Millione)		RET	AIL SALES (Millions of \$)	
	1941	1951	% Change	1941	1851	% Change
United States	183.1	183.4	16.3	55,274	162,975	178.8
Danada	11.8	14.0	21.7	3,441	10,654	200.6

Table 2

Comparison of Components of Retail Sales, 1951

(Canadian Census vs. Sales Management Estimates)

	Census (Millien \$)	Sales Management (Million \$)	Index of Accuracy	Average Annual Percent Errer
Tood	2,356	2.218	94.1	-0.6
Ioneral Merchandise	1,744	1,666	95.5	-0.5
urniture, Household Furnishings, Radio	394	292	74.1	-2.8
Autometive	1,731	1,874	96.7	-0.3
Drug	287	224	87.2	-1.3

Table 3

1951 Canadian Census of Retail Trade vs Sales Management Estimates

(For Canada, Provinces and the Large Metropolitan Trading Areas)

	CANADIAN	CENSUS 000 \$)	Index	SALES MANAGEMENT	index of	Average
1000	1961	1941	Change	1051 (000 \$)	Accuracy	Percent
ANADA	10,053,946	3,440,902	309.6	10,425,827	97.0	-0.2
Intario	4,114,101	1,408,977	292.4	4,010,744	97.5	-0.3
uebec	2,438,113	818,671	297.8	2,345,490	96.2	-0.4
ritish Columbia*	1,003,001	309.573	383.0	1,154,654	105.6	+0.6
airie Previnces	2,118,778	618,790	342.1	2,000,081	98.3	-0.2
Manitoba	608,180	210,833	288.5	678,430		****
Saskatchowan	663,816	186,886	349.8	893,664	a let a second let	
Alberta	854,783	221,071	386.7	809,987		
aritime Previnces	732,455	282,813	259.0	712,144	87.2	-0.3
Prince Edward Island	54,118	15,936	339.6	42,063	****	****
Nova Scotia	392,523	165,034	237.8	426,930		
New Brunswick	295,814	101,843	280.6	243,151	****	****
ewfoundland	159,467		****	122,414	76.8	-2.3
erente (York, Ont.)	1,288,110	448,229	287.4	1,351,601	104.0	+0.5
fontreal (Montreal, Jesus Island and Chambly, Que.)	1,229,847	449,768	273.4	1,330,649	108.2	+0.8
ancouver (Div. 4, B. C.)	648,479	184,797	350.9	702,886	108.4	+0.8
/innipeg (Div. 6, 9, Man.)	384,107	153,048	251.0	408,713	129.8	+3.0
amilton (Wentworth, Ont.)	283,831	93,849	270.5	263,422	103.8	+0.4
Ittawa (Carlton, Ont., Hull, Que.)	252,962	101,618	240.0	265,661	105.0	+0.5
dmonton (Div. 11, Alb.)	241,714	53,404	452.6	252,002	104.3	+0.4
algary (Div. 6, Alb.)	224,391	65,702	341.5	257,792	114.9	+1.8
/indsor (Essex, Ont.)	189,764	67,051	283.0	180,251	95.0	-0.5
lictoria (Div. 8, B. G.)	187,681	61,887	303.2	231,152	123.2	+2.3
TOTAL, ALL METROPOLITAN AREAS	4,900,906	1,679,353	291.8	5,334,229	108.8	+0.0

^{*} Including Yuken and Northwest Territories.
Biggest sales gains in the 1941-51 decade were in the western area (same was true in the U. S. A.) and in areas outside the major contral citie
Major error in SM's Canadian SURVEY of 1951 retail sales was underestimation of rural areas and of the store classifications of furniture, he

CANADA—BY SALES, NOT SIZE

In Canada, the value of a Province, County or Sales Territory cannot be determined by its geographic size. Weekend dollars spent, based on the 1951 D.B.S. Census. Copies of this Magazine has prepared a map that illustrates Canada as a sales territory by scaling the Counmap, both in outline form or ties in proportion to retail sales

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The Sales Territory map of

Parlez-vous français?

Canadian Post Office figures show over 401,000 French-speaking households served by Rural Mail . . . over 380,000 in Eastern Canada. And the great majority of homes served by Rural Mail are farm homes.

Official figures also show that cash farm income of these French farm families has jumped 550% since prewar days! The predominantly French province of Quebec alone took in over \$408 million cash farm income last year.

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(Continued from page 762) central marketing area for a rich farm-

ing region, is reported by the Census to have had a degree of gain far below that of the Prairie Provinces and of Canada.

The Survey can at best point in the right direction and indicate approximate size of target.

The techniques employed to adjust DBS Census data on retail sales to a current basis, duplicate in general the methods discussed in detail in the introduction to the U. S. Survey data. Local data on bank debit movement are related to corresponding data on retail trade change. One added advantage not available for the U. S. is the fact that the DBS estimates retail sales for Canadian provinces on a current basis, whereas in the U. S., the Department of Commerce is not required to maintain current retail sales data on a state level.

The groupings of the five store types are those used by the Dominion Bureau of Statistics and are precisely the same as those used for the Bureau of the Census in Washington. Food includes all stores selling food primarily (groceries, meat markets, delicatessens, candy and dairy stores); the Furniture-Household-Radio includes furniture, drapery, curtain and household furniture stores, household appliance dealers, radio and musical instrument stores. Drugs include sales of drug stores only. Automotive sales cover outlets classed as "vehicle dealers," handling used and new cars, plus parts.

Net Effective Buying Income

The first column under this heading shows in thousands of dollars the Net Effective Buying Income (after payment of income taxes) from all sources such as salaries, wages, dividends and entrepeneurial income, including farm income.

The Dominion Bureau of Statistics provided SALES MANAGEMENT with estimates of personal income (before taxes) for Canada and the provinces (including Newfoundland) for 1953, which were then projected to 1954, and distributed among the various counties and cities according to a formula devised for estimating income for similar U. S. A. civil divisions. (See page 22.)

The county and city figures—just as in the case of similar figures for population and retail sales—are further refined to show percent of Canada. Still further refinements are the per capita and per family income figures, straight arithmetical computation derived by dividing total net Effective Buying Income by the number of inhabitants and the number of families.

Sales-Advertising Controls

The next to the last column, "Buying Power Index" is based upon a comparable column in the U. S. A. section which is widely used in setting sales quotas and allocating advertising appropriations.

The last column, "Quality of Market Index," is a measure of the purchasing ability of each county and city, as compared with the Dominion. It is constructed by dividing the percent of Canada potential by the percent of Canada population. The Dominion is the base, 100. This column is designed especially for sales and advertising executives who are considering intensive campaigns in a selected list

of above-average counties and cities. Those counties and cities which have an index figure markedly higher than the Dominion (100) are likely to be the ones where intensified promotional campaigns should bring the greatest returns, provided, of course, that the percent of Canada potential column shows that they are important also from the standpoint of quantity.

Metropolitan Area Definitions for Canada

Marketing men have long been seeking a workable metropolitan area concept for Canada that would help focus attention on the relatively small number of urban areas that account for the bulk of Canada's marketing activity. In connection with the 1951 Canadian Census of Population, the Dominion Bureau of Statistics has taken a step in this direction by issuing population data for thirty-one officially designated "Census Metropolitan Areas."

The Bureau confined itself initially to fourteen of the larger cities of Canada which have well-defined satellite communities in close economic, geographic and social relationship to the city proper. Population data are available for these areas not only for 1951 but also for 1941.

In connection with the new Census of 1951, however, the D. B. S. established analogous "metropolitan" area definitions for an additional seventeen cities for which "there are adjacent areas with urban characteristics and in which the population of the central city is over 25,000." Unfortunately, the D. B. S. omitted from its designation of these additional urban areas the cities of Regina and Saskatoon,



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both of which have populations over 50,000, on the grounds that these cities "did not have well-defined satellite communities." Nevertheless, any listing of Canadian metropolitan areas would certainly be incomplete without these two cities, so we have included them in our tabulation.

We present below a tabulation of Survey market data for 1954 for Canadian metropolitan areas, as defined by the D. B. S. In this table, the 1951 Census benchmark data for population, families, sales and income are projected to 1954 on the basis of trends in counties and cities involved.

There is, however, one fundamental difficulty impeding the use of these metropolitan area definitions, which American marketing men can comment upon out of their own experience. And the difficulty is simply this: the definition of the boundaries of the satellite areas follow a population density contour, and therefore cut across corporate, municipal and county lines. These definitions are similar in concept to the "metropolitan districts" of the 1940 United States Census, which were composed of minor civil divisions in and around cities of more than 50,000 inhabitants, having a population density of 150 persons per square mile. In making up these districts, it was sometimes decided to include a few less densely populated civil divisions on the basis of special qualifications, and in other cases, only a portion of a minor civil division was included if the division had a large area and the principal concentration of population was in a small section in or near the central city, with the more remote sections being sparsely settled. In such cases, the unit considered was not the minor civil division, but component enumeration districts. A metropolitan district was thus not a political unit, but rather an area including all of the thickly settled territory in or around a city or group of cities, and tended to be a more or less integrated area with common economic, social, and often, but not always, administrative interests.

However, it was this lack of administrative interests that proved to be the Achilles heel of the definition. In the years since the 1940 metropolitan districts were established, there has been very little, if any, major marketing use made of these district definitions. The reason is that the boundary definitions were so complicated and detailed that it proved impossible to secure sales data for these areas without investing a huge research effort. Consequently, these essentially un-

workable metropolitan district definitions were soon scrapped and replaced by a metropolitan *county* area concept, which, in the United States, has proved to be quite successful.

The general concept adopted is one of an integrated economic unit with a large volume of daily travel and communication between the central city and the outlying parts of the area.

The application of these principles has finally yielded 165 metropolitan areas in the U. S., defined along county lines, which have been enthusiastically and universally accepted by marketing experts, distributors, advertising agencies, manufacturers, etc. . . . for the comparison of sales performance in the key markets of the United States.

Now, in passing over from the metropolitan district concept to the metropolitan county concept, it was frequently found necessary to include large land areas, often sparsely settled, which would not really be regarded as urban in character. Yet, it was felt that the distortions introduced in the final data were not great enough to outweigh the advantages growing out of the use of the simple county definition.

Over the past two years, the SALES (Continued on page 772)

Summary of Data for Metropolitan County Areas

See explanation of M definitions, page 766.

000 US 97000	O O	POPULA ES 1/1	TION TIMATE /56	28	60/7A	EFFEC BUYING ESTIMA	INCO	ME 1954				TOTAL .	LES-198 STIMATES				ADVER'	
AREAS			Fami-	%			Par	Per				(in	FIVE ST	ORE GRO	UPS add 000)			Qui
A STATE OF THE STA	Total (thou- sands)	of Canada	Fami- lies (thou- eands)	French Speak- ing	Dellars (add 000)	of Canada	ita im-	Fam- ity in- come	Net Deliars (add 000)	% of Canada	Per Fam- ily	Food	General Mdae.	Furn House- Radio	Auto- metiva	Drug	Buying Power Index	in de
NOVA SCOTIA Halifax (Halifax County Sydney - Glace Bay Cape Breton County)	177,2 125.1	1.1465	39.9 25.9	8.3 8.3	171,648 111,129	1.0331		4,302 4,291	149,978 86,353	1,2385	2,759 3,334	34,888 28,343	30,210 11,506	4,573 3,181	24,250 13,546	3,425 1,448	1.1174	
MEW BRUNSWICK Moncton (Westmore- and County)	80.4	. 5720		42.8	77,922	4890		3,764	88,170		3,187	12,842	18,587	2,140	11,875	1,369	.5126	
St. John (St. John County)	70.0	14.6		10.4	60,285			3,306	68,817		3,364	17,703	8,191	2,863	10,698	2,201	.4794	100
QUEBEC Montreal (Montreal & leeus Island, Chambly					di Pet.								-10-					
Counties)	1,581.8	10.2328	401.2	65.1	1,771,807	10.8647	1,120	4,418	1,453,983	12.0065	3,624	387,020	200,439	74,729	215,817	36,283	10.9809	10
Counties)	325,0	2.1029	67.8	94.2	308,548	1.8571	949	5,481	233,838	1.9300	3,449	68,958	34,693	11,068	43,018	8,548	1.9284	1
breeke County) Bhawinigan Falls-Trois Rivieres (St. Maurice	70.3	.4549	18.7	81.0	67,780	.4078	964	4,057	80,184	.4144	3,005	14,013	2,287	5,106	9,400	1,217	.4192	1
County),	107.1	.6929	22.7	95.1	100,012	.8020	934	4,406	83,294	.8878	3,000	21,774	7,630	4,543	13,126	1,257	.0459	1
ONTARIO Brantferd (Brant Co.) Fort William - Port	82.6	.5384	22.5	2.4	97,344	,5858	1,174	4,328	70,876	.6053	3,150	15,015	5,504	4,725	14,387	1,824	.5788	3
Arthur (Thunder Bay County)	118.7 73.1				141,871 80,875		1,224		96,780 63,457	.7900 .5241	3,250 3,180	23,954 13,215	18,480 4,338	2,715 3,284	20,227 13,780		,8158 ,4982	
Hamilton (Wentworth County)	302.1	1.9880	70.5	3.1	441,014	2.8844	1,488	5,888	266,670	2.2020	3,367	59,638	32,154	14,341	81,086	8,152	2.3798	1
County)	72.	PL PR	17.	8.5	83,210	.5006	1,145	4,702	58,280	.4813	3,293	14,006	5,737	4,107	10,361	1,728	,4869	1
County) Lenden (Middleeex Co.) Oshawa (Ontario Co.) Ottawa (Carloton Co.,	143.0 184.0 100.4	1.194	50.	2.3	170,170 240,22 118,88	1.446	1,185 1,301 51,184	4,804	134,896 179,901 83,479	1.4856	3,598	28,998 37,048 20,628	9,795 18,542 6,580	9,280 13,682 3,724	27,362 36,621 19,844	5,259	1.0322 1.4074 .6044	1
Ontario & Hull County, Quebec)	370.	2.396	87.	44.0	499,55	3,006	1.348	5,703	300,680	2.4827	3,432	77,780	46,912	13,390	47,607	6,083	2.7279	
Peterborough (Peter- borough County)	69.	.4471	18.	3.7	79,48		1,149				3,223	12,947	6,104		10,670		.4731	
St. Catherines (Lincoln County)					134,94		1,301				3,216	22,296	7,602	8,765	19,208			
Sarnia (Lambton Co.) Sault Ste, Marie (Al-	70.				105,46	1	8 1,223		The state of		2,879	16,866	7,111	5,276	15,867		.000	1
gema County) Sudbury (Sudbury Co.). Torente (Yerk County).	126.	0 .8153 0 8.508	3 28. 4 335.	4 40.8	2,033,77	1 1.078	8 1,547	6,289	100,348 1,521,978	.828 12.568	3,533 4,542		14,876 245,877	5,316 79,833		1,857 46,864	.9491	1 5
Windeer (Essex Co.) MANITOBA	236.	5 1.543	63.	0 21.9	357,110	8 2.149	1,40	9,000	199,362	1.046	3,164	48,003	15,422	18,467	35,276	5,633	1.877	1
Winnipeg (Division 6 and Division 9)	431.	0 2.786	7 121.	8.5	497,58	2,994	7 1,184	4,112	426,071	3.518	3,521	82,500	107,786	15,638	77,311	12,301	3.110	6
SASKATCHEWAN																		
Regina (Division 8) Saskatoon (Division 11)	126.			7 / / / / / / / / / / / / / / / / / / /	157,53 136,61		1 1,245				2 4,501 8 3,781	17,965			24,411			
ALBERTA Calgary (Division 8)	223	6 1,446	7 67.	1 3.3	202 30	1 1.000	4 1 201	4 204	987 48	9 197	7 3,840	44,187	54,371	10,683	48,77	5,81	1.777	
Edmenton (Division 11)		1 1.784	2000			3 2.022					4 3,778						0.000	
BRITISH COLUMBIA Vancouver (Division 4).	728.	8 4.715	5 219.	8 3.5	995,87	0 6.000	0 1.38	4.53	751.83	6,208	4 3,424	136,900	150,231	31,130	158.97	1 19,67	5.805	
Victoria (Division 8)		3 1.606		-		2.016					2,778					2 4,37		
NEWFOUNDLAND St. John's (Division 1).	404.	9 2.619	9 77.	8 2.7	229,10	1.379	6 58	8 2,84	185,88	1.532	8 2,386	46,010	76,432	2,907	17,19	0 1,94	6 1.673	13
Total SM Metropelitan County Areas		1	1															1

Canadian Metropolitan Areas

DBS Population Density Definitions. See page 766.

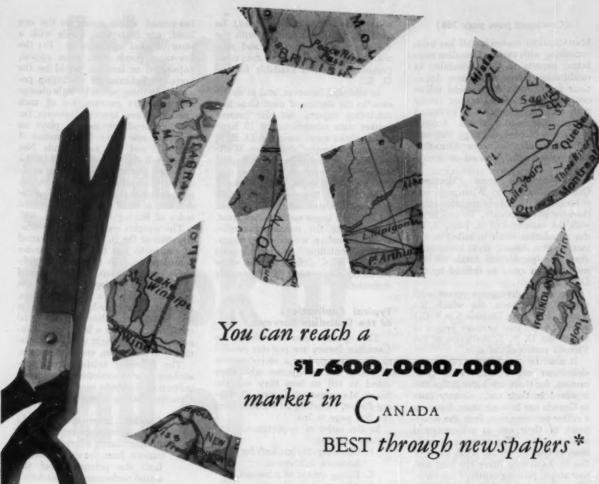
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	(thou- eands)	of Canada	(thou- sands)	Speak- ing	(add 000)	of Ganada	Ita	ily In-	Dellare (add 900)	of Canada	Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- mative	Drug	Power Index	in
NOVA SCOTIA Halifax	148.2	.8480	30.7	8.5	147,188	.8887	1,007	4,783	143,725	1.1068	4,682	32,424	29,058	4,500	22,638	. 3,374	.0001	10
NEW BRUNS- WICK	3,33	17.5				Birc												
St. John	82.2	.5319	20.8	10.3	73,377	.4418	993	3,579	00,450	.5736	3,386	18,262	8,226	2,872	10,742	2,219	,4993	
QUEBEC						- Idea										-	1	
Montreal	1,823.9	9.8600		84.7	1,003,485	10.1927	1,111	4.617	1,432,507	11.8292	3,905	384,526	208,138	74,858	210,286	36,193	10.8171	11
Quebec	302.7	1.9586	80.6	93.6	289,838	1.7445	958	4,863	228,193	1.8843	3,829	52,887	33,735	10,973	42,259	5,718	1.8293	1
INTARIO					- 77		1			45								
Hamilton	204.6	1,9061	80.5	3.1	430.001	2,5881	t san	8.182	268,008	2.2131	3 834	62,568	30,022	14,768	51,202	8,443	2.3302	2
London	138.0		34.7	200		1.1497	1000000	125.000		1.2827		33,106	18,020	12.997	30,227	4,873	1.1382	1 -
Ottawa	311.9	1		28.7		2.8663				2,4807		76,597	43,568	13,330	44,505	5,961	2.4745	31.7
Toronto			292.1		1.948,712							290,381	242,484	78,981	200,950	44,735	11,1282	1 ^
Windeer		1.1210	42.1	19.7	269,630	1.6220	1,588	6,374	152,412	1.2506	3,603	39,277	12,090	16,060	24,740	4,789	1.4134	1
Winnipeg	380.4	2.5280	105.1	8.4	465,606	2.8024	1,193	4,430	392,264	3.2391	3,729	77,393	103,195	14,599	67,740	12,341	2.8781	1
LBERTA										1 3						1	1	
Calgary	150.0	1.0330	43.4	3.1	223 .070	1.3426	1 308	5.140	208,878	1.7249	4.813	36,711	47,756	9,003	37,418	4,374	1.3956	1
Edmonton		1,3406		8.8		1.6155			251,729			41,002	60,161	10,223	48,633	1,000,1		1
COLUMBIA	101		149.0		- 10				140	topic)				-		0 10	E ACTOR	1
Vancouver	893.4	3.8395	163.8	3.2	880,238	5.2900	1,483	5,384	858,878	5.4408	4,030	117,573	137,319	28,264	141,228	17,248	5.0481	13
Victoria	119.9	.7788	35.0	2.4	181,722	.9734	1,340	4,621	114,461	.9452	3,270	22,293	24,342	6,255	21,364	2,283	.9254	1
EWFOUNDLAND					1 81.	1400	1		1	1			- Year		- 1			
\$t, John's	755.8	.4005	14.1	1.2	43,842	.2021	576	3,000	74,962	.6189	5,316	16,803	19,807	1,155	10,717	1,182	.4144	1
etal DBS Metropolitan			-		10 100	194												-
Areas	6,770.4	37,3361	1,367.0	26.7	7,828,640	45,3134	1.308	5,387	5,918,732	48.8750	4.238	1,301,873	1.015.919	200,311	1.024.847	159,736	44.7864	1

IF YOUR PRODUCT HAS CHRISTMAS-GIFT APPEAL

don't overlook the big possibilities in the multi-million dollar gift practices of the nation's business concerns. Sales Management's September 10 issue—"When a Corporation Says 'Merry Christmas' "—offers you an exclusive approach to the men in these companies who chiefly determine how much will be spent and what items will be chosen. Full details from:

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SOUTHAM NEWSPAPERS



MANAGEMENT research staff has been consulting with various Canadian marketing experts on the advisability of establishing metropolitan area definitions for Canada that would follow county lines. Enough interest (along with some skepticism) was expressed for us to decide to go ahead. Accordingly, we present on page 769 our definitions of 33 major Canadian metropolitan areas, defined on county lines.

In only four areas (Montreal, Quebec, Ottawa and Winnipeg) was it necessary to include counties other than the parent county. By and large, with the exception of St. John, N. B., the population totals included in the metropolitan county areas are greater than the population totals of the metropolitan areas as defined by the D. B. S.

The largest divergence occurs with respect to Victoria, for which the county definition (Division 5 in B. C.) covers about twice as many people as are in the D. B. S. definition of the Victoria metropolitan area.

It must be noted that these county definitions are offered with great caution, for there are some difficulties involved in their use. County lines in Canada are in some cases drawn in a rather perverse way, from the standpoint of their use as self-contained market areas. For example, county lines in Quebec on the north shore of the St. Lawrence River are long narrow strips, running north of the river. Thus, the county of St. Maurice includes the two separate areas of Shawinigan Falls and Trois Rivieres. Much of the trade in the latter city is associated with part of Champlain County and Nicolet County across the St. Lawrence. Subsequent examination by Canadian marketing experts might result in the inclusion of Nicolet County along with St. Maurice County as the metropolitan area for the multiple city market of Shawinigan Falls-Trois Rivieres.

Another difficulty is found in the definition of the Winnipeg market as including all of Division 6 (Manitoba), which means the inclusion of nearly 30,000 persons in the rich farming area of the Portage Plains and the Red River Valley. Similar diffi-culties affect other metropolitan areas where the use of county lines requires departure from a strictly urban concept. Whether or not these departures are considered too large can be ultimately answered only by Canadian marketing experts. We offer these definitions principally to stimulate thinking on the part of Canadians on a vital marketing problem. We can say this, however, that these Canadian

county definitions will probably be used by Americans familiar with the usefulness of the concept and who wish to assemble Canadian data comparable to what is available for the U. S.

In addition, however, and in deference to the desires, of most Canadian marketing experts, we also present market data tabulations for 15 large metropolitan areas using the D. B. S. "population density" definitions. While we feel these definitions have limited usefulness, we must concede that most Canadians appear to prefer them. Unfortunately, however, the D. B. S. has only tabulated retail sales in 1951 for 15 of the larger metropolitan areas, and not for the remaining smaller areas. Therefore, we show two metropolitan tabulations: one for 15 areas using D. B. S. definitions, the other for all 33 areas, using the SM county definitions.

Typical Applications of the Canadian Survey

The specific uses to which the Canadian Survey are put run parallel to those reported in a recent survey of nearly 800 companies who were asked to tell us how they use the SALES MANAGEMENT Survey of Buying Power, including all sections from the first page to last.

In the order of importance, these various uses are:

1. Choosing city markets for more intensive cultivation.

 Fixing quotas of salesmen.
 Allocation of advertising funds between market.

 Changing the size of the advertising budget according to the task to be accomplished.

 Deciding whether or not market potentials justify introducing a new item.

6. Dealer promotion — to show them their potentials.

7. Deciding on the number of salesmen to be employed.

8. Choice of specific advertising media (new).

 Deciding on location of new sales branches, retail outlets, or factories.

10. Changing amounts to be allocated to media previously used.

For Canada, as in the U. S., the most widely used single factor is the Buying Power Index. In this index

most widely used single factor is the Buying Power Index. In this index a weight of two is given to the percentage of total Canadian population, a weight of three to the percentage total of Canadian retail sales, and a weight of five given to the percentage of total Canadian Net Effective Buying Income. This index measures the potential demand for a wide range of goods and services that are neither

low-priced, staple goods on the one hand, nor high-value goods with a luxury appeal on the other. For the low-value goods with mass appeal, population or families would be the preferred indicator of marketing potential, for there would be little change in per capita consumption of such goods from area to area. However, for most commodities, income plays an important role in the determination of demand, and for such goods Net Effective Buying Income would be the preferred factor. However, the availability of retail outlets is also an important factor in marketing; hence the inclusion of retail sales in the weighted index of Buying Power Index.

The weights employed in the construction of the B. P. I. can be varied of course to suit the product under consideration. In the sale of appliances, for instance, families should be substituted for population, since the product is sold on a household basis, and sale of furniture-home furnishings and appliances substituted for total retail sales. Again a large food company assigns a weight of 4 to population, 4 to food sales, and 2 to income.

The following extracts from subscribers' correspondence give some indication of specific uses to which the Canadian Survey is regularly put:

- Cockfield, Brown and Co., Ltd.: "Your Surveys are most helpful in determining advertising allocations, from the standpoints of both the potential, and the actual performance of markets."
- R. C. A. Victor Co., Ltd.: "We hr.ve been using the data very successfully in allocating our advertising dollars so that they will be most efficiently spent right across the board."
- 3. Firestone Tire and Rubber Co.:
 "The 10 copies of the Canadian Survey of Buying Power were distributed to our district managers across Canada. They have found this Survey very effective in establishing new retail store locations in the more important Canadian Markets."
- 4. J. J. Gibbons, Ltd.: "This Survey of Buying Power, which you issue year by year, should be used by every sales and advertising executive in the Dominion, and I know that many of our own clients regard this Survey as a high-hand power when they are preparing their respective budgets and

(Continued on page 778)

It's a good idea to look at all of Canada!

If your'e really going to sell Canadalook at all of Canada. The markets served by Thomson newspapers are rich sales areas. Here's proof-Retail sales in Canadian communities served by Thomson Newspapers totalled \$1,368,000,000.00 last year. This sales figure is greater than that of either Toronto or Montreal; greater than that of Winnipeg, Calgary, Edmonton, Regina and Saskatoon combined; much greater than that of any one province other than Ontario and Ouebec. Now look at the Thomson Newspapers that reach these rich, localized markets. The Thomson Newspapers are good newspapers. As each newspaper has been acquired by the Thomson Company Limited, every effort has been made to improve its production facilities, to modernize its formats and increase the quality and quantity of its news content. This has resulted in wider influence and more impact on the area it covers. So, if you're really going to sell all of Canada—the Thomson Newspapers are a must! By advertising in Thomson Newspapers you get the benefit of follow-through merchandising service, low cost circulation blanketing the markets, distribution checks, market analysis and effective retail co-operation. The Thomson Newspapers are doing a good job for others-let them work for you!

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5 - YEAR GROWTH STUDY SHOWS:

13% MORE CANADIANS AND THEY LIVE 40% BETTER

THE RATE OF POPULATION GROWTH IN CANADA AVERAGES ALMOST 3% ANNUALLY – A RATE CONSIDERABLY HIGHER THAN IN THE U.S.A.

TAKING 1950 POPULATION AS THE BASE, 100, THIS IS THE GROWTH PATTERN BY PROVINCES:

1955 POPULATION OVER 1950

NEWFOUNDLAND

PRINCE EDWARD ISLAND

NOVA SCOTIA

NEW BRUNSWICK

QUEBEC

ONTARIO

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

ALL PROVINCES





RETAIL SALES IN CANADA HAVE LIKEWISE GAINED AT A HIGHER RATE THAN IN THE U.S.A. — BY 40% AS AGAINST 33%.

NEWFOUNDLAND

PRINCE EDWARD ISLAND

NOVA SCOTIA

NEW BRUNSWICK

QUEBEC

ONTARIO

MANITOBA

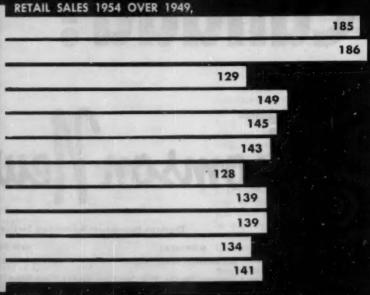
SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

ALL PROVINCES

Sand Management

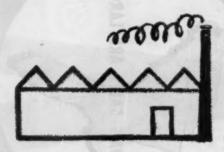


Source: SALES MANAGEMENT

Research Department

Cover two big Canadian markets with one great magazine

If you sell to Industry



... you need TIME. More than ¾ of the men in business and industry who read TIME are in top management positions. They are the buyers and decision makers in the fast-growing Canadian market. To reach this valuable market, your advertising belongs in TIME.

If you sell Consumer Goods



... you need TIME. The same TIME readers at the head of Canadian industry also head up families with incomes twice as big as the average Canadian family. These upper-income groups look to TIME as the weekly newsmagazine... the authoritative shopping guide.



TIME—to reach Canada's biggest and fastest-growing market of best customers.

"CANADA IS BIGGER THAN THE BOTH OF US"

In the past decade Canada's economy has gained more rapidly than that of the U.S.A.

The 1954 retail sales volume of \$12.11 billion is in excess of any of these combinations of important states.

Source: SALES MANAGEMENT Research Department

Sales Management

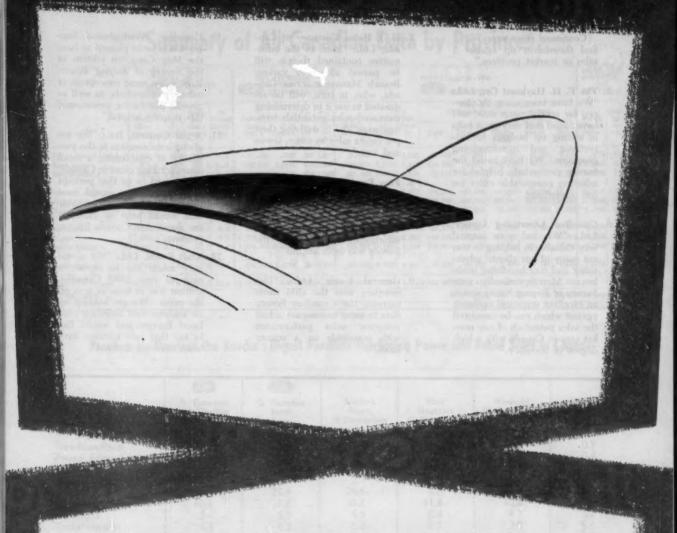












You're right—it's a springboard!

This book is full of springboards. A quick look at the market statistics to be found in this publication will answer a lot of your questions about the Canadian market. But statistics are only a springboard to the planning of successful marketing methods for a product.

In Canada, to bring home the proverbial bacon requires not only a complete knowledge of the market, but just as important, an understanding of people's needs, desires and buying habits-the kind of knowledge

needed to produce advertising, merchandising and sales promotion campaigns that lead to increased sales.

We've grown up with them all. Canadian consumers and manufacturers, city dwellers and farmers, white collar workers and skilled tradesmen. You get to know these Canadians pretty well after 32 years in our business.

We believe that any good salesman should ask for the order. In this case we ask you to contact one of our offices when you are seeking a Canadian advertising agency.



ALDS ADVERTISING AGENCY

(Continued from page 772) find themselves up against a sales or market problem."

- 5. The F. H. Hayhurst Co., Ltd.:
 "We have seen using the Survey for several years now, and have found it of very great help in setting published by budgets for advertising programs. We have found the Survey paricularly helpful for selecting comparable cities for test advertising."
- 6. Canadian Advertising Agency, Ltd.: "War find your manual very valuate in helping to iron out many of our clients' advertising and anerchandising problems. More specifically, your Survey of Buying Power makes an excellent statistical yardstick against which can be measured the sales potentials of any market area in Canada with a high degree of accuracy."
- 7. H. J. Heinz Company of Canada, Ltd.: "Most of the information contained therein will be passed along to various Branch Managers across Canada, who, in turn, will be requested to use it in determining increased sales potentials territory-wise, also in studying their per capita sales by cities, towns and area."
- 8. Fine Foods, Ltd.: "Our immediate use of the Survey was in the alloting of sales territories. Postwar conditions made some revisions necessary, and the information provided by the Survey was most helpful."
- General Foods, Ltd.: "This company uses the IBM cards carrying the Canadian Survey data in order to compare actual company sales performance with potentials on a county basis."

- 10. Canadian Westinghouse Supply Co.: "I was pleased to have the May Canadian edition of the Survey of Buying Power. It gave me some conception of industrial potentials, as well as general purchasing power, and this is quite helpful."
- 11. Argus Cameras, Inc.: "We are giving consideration to the possibility of establishing a small manufacturing plant in Canada. It occurred to us that perhaps your organization would have market information available that would help us ascertain the demand in Canada for our product."
- 12. Kraft Foods, Ltd.: "We would very much like to receive a copy of your 1953 Canadian edition just as soon as it is off the press. We are holding up an analysis until receiving your latest figures, and would like to say that past editions have been extremely helpful."

BOTH SIDES OF THE TABLE TALK THE SAME LANGUAGE

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*, with a very few exceptions. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

Summary of All Canadian Data by Provinces

PROVINCES	O		TION TIMATI	E8	AUTA I	EFFEC BUYING ESTIMA	INC					AUT)	ALES-19				BALES ADVER INC	TIS-
PROVINCES	Total	07	Fami-	% French	Deliars	07.	Per Cap-	Per Fam-	Not		Per	(in	FIVE ST	ORE GR			Buying	Qua
	(thou- sands)	of Canada	(thou- sands)	Speak- ing	(add 900)	% of Canada	ita in- come	lly In- come	Dollars	of Canada	Fam- ily	Food	General Mdee.	Furn House- Radio	Auto- mutive	Drug	Power	in- dex
Prince Edward Island	104.7	.6774	22.9	15.8	61,295	.3489	585	2,677	63,792	. 5267	2,786	11,537	20,053	605	11,955	1,103	.4778	71
Nova Scotia	874.3	4.3529	156.8	11.4	550,126	3.3111	816	3,588	450,835	3,7229	2,875	110,359	86,757	12,759	88,951	9,001	3.6450	84
New Brunswick	883.6	3.5819	128.0	38.6	379,697	2.2853	686	2,966	321,160	2.6520	2,509	70,811	64,804	9,850	66,163	7,161	2.8548	74
Quebec	4,482.2	29.0011	990.2	82.1	4,138,524	24,9089	923	4,179	2,829,461	23.3849	2,857	779,212	417,354	142,385	480,284	57,146	25.2842	87
Ontario	5,151.5	33.3316	1,343.9	10.3	6,657,508	40.0701	1,292	4,954	4,674,899	38.6039	3,479	1,037,765	595,135	250,562	927,693	121,250	38.2825	118
Manitoba	838.3	5.4241	232.7	8.5	842,396	5.0702	1,005	3,620	686,217	5.8014	2,863	118,117	157,560	20,064	133,466	17,693	8.2703	97
Saskatchewan	891.3	5,7669	238.7	8.2	908,736	5,4695	1.020	3.807	750,731	6,1993	3,145	107,172	147.367	13,769	159,038	17,131	5.7479	100
Alberta	1,086,6	6,9012	302.4	6.0	1,175,841	7.0771	1,102	3,888	938,533	7.7336	3,097	148,225	185,608	29,723	206,876	20,861	7.2369	106
British Columbia	1,287.9	8,3330	385.1	3.6	1,671,418	10.0599	1,298	4,340	1,230,691	10.1627	3,100	242,561	247,478	47,289	258,530	28,918	9.7454	117
Newfoundland	404.9	2.6199	77.8	2.7	229,102	1.3790	566	2,945	185,593	1.5326	2,386	46,010	76,432	2,907	17,190	1,946	1.6733	84
Total All Provinces	15,455.3	(100)	3,878.8	30.8	18,614,643	(100)	1,075	4,284	1,2109912	(100)	3,122	2,869,569	1,998,548	529,913	2,380,148	282,210	(100)	100
O SM. 1955.								0				В	efore usin	these fi	gures, see	explana	tion paper	2 76

(ADVERTISEMENT)

Province by Province the Reader's Digest Parallels Purchasing Power and Retail Sales in Canada

PROVINCES OF CANADA	% Canadian Net Effective Buying Income	% Canadian Retail Sales	Reader's Digest % Distribution	Next Magazine % Distribution	Weekend Publication "A" % Distribution	Weekend Publication "B" % Distribution
Newfoundland	1.4	1.5	1.2	1.2	1.9	0.7
Prince Edward Island	0.4	0.5	0.5	0.8	0.2	0.4
Nova Scotia	3.3	3.7	3.7	5.4 3.3	3.7	3.7
New Brunswick	2.3	2.7	2.7	3.3	3.7 5.1	2.4
Quebec	24.9	23.4	24.6	8.0	14.9	6.7
Ontario	40.1	38.6	36.8	41.8	46.8	56.9
Manitoba	5.1	5.5	5.5	6.4	4.7	5.1
Saskatchewan	5.4	6.2	5.6	8.7	2.0	5.4
Alberta	7.1	7.7	7.6	11.2	2.5	9.5
British Columbia	10.0	10.2	11.6	13.1	17.9	9.0
Total—all provinces	100.0	100.0	100.0*	100.0°	100.0*	100.0*

e Includes small amounts ranging from 0.1% to 0.4% in Yukon, N.W. Territories and "Unclassified"

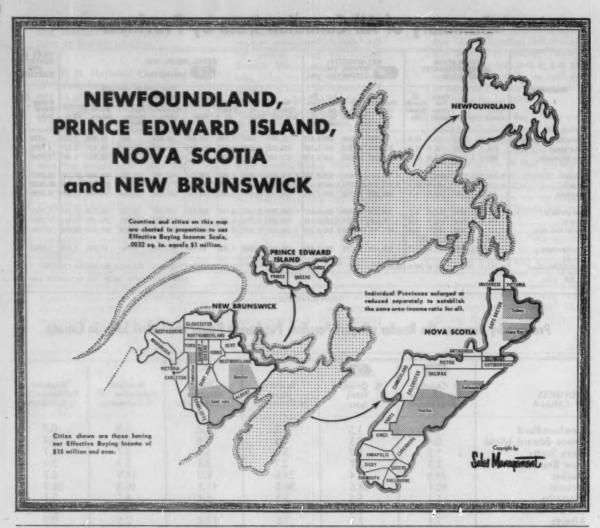
only Reader's Digest parallels Canadian purchasing power in both English and French Markets.

1955 Circulation Base—850,000 lowest page cost per thousand of any National Publication in Canada. enjoys the confidence of more than 2,600,000 readers.

Reader's Digest

Advertising Offices:

44 King St. W., Toronto. 1015 Beaver Hall Hill, Montreal. 230 Park Avenue, New York 17. 333 N. Michigan Avenue, Chicago.



PRINCE EDWARD ISLAND

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

191	O	POPUL/ ES 1/1	TIMATE	8	A COURS	EFFEC BUYING ESTIMA	INC	OME -1964				RETAIL S	ALES-105				SALES ADVER INC CONTR	TIS-
COUNTIES	Total	07	Fami-	% French	Dollars	01	Per Gap-	Per Fum-	Net	OV.	Per	(in		ORE GRO			Buying	Qual
Kings	(thou- eande)	of Canada	(thou-	Speak- ing	(add	% of Canada	ita In-	lity lin- come	Dollars	% of Canada	Fam-	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power index	in- dex
Prince	18.4	,2908	4.2 8.7	28.7	8,776 20,122		499	2,000 2,313	8,442 23,348	.1928	2,010 2,084	1,292 3,408	3,774 9,570	106 44	1,595 4,540	149 361	.0711	65
SummersideQueens	7.3 48.0 17.6	.2978	1.7 10.0 4.0	9.6	5,581 32,397 14,328		704	3,283 3,240 3,582	13,342 32,002 24,636		3,200	1,330 6,837 4,789	4,566 6,700 3,723	453 - 438	3,553 5,829 4,721	304 593 593	.0593 .2363 .1269	79
Total Above Cities	24.9	.1611	5.7		19,908	.1198	800	3,493	37,978	.3136	1521	6,130	8,280	400	8,274	897	.1862	116
Province Total	104.7	.6774	- 22,9	15.8	61,296	.3689	585	2,677	63,792	.5267	2,786	11,537	20,053	605	11,983	1,103	.4779	71
Per Capita Sales			******						006 2.788			110	192 876	8 28	114 522	11 48		

Careful reading of the explanatory introduction, starting on page 761, will help you make the best possible use of the Canadian data and features in this Survey.

HALIFAX is one of the 6 Major Cities in Canada With Newspapers Over 100,000 A.B.C.



In planning your schedules you will want to have this market on your "A" list. The Halifax combination gives you complete coverage of the metropolitan area, and majority coverage of the whole retail trading area (N. S. Mainland). Cover this market effectively . . . economically . . . with

THE HALIFAX CHRONICLE-HERALD and THE HALIFAX MAIL-STAR

WARD-GRIFFITH & CO. INC., U.S.A. E. A. WILLIAMS, Toronto-Montreal

A. B. C. 107,581 Daily

City and Population (in t	housand		Combe			y and F	(in tho	usands)	NO.	Halifa		- 100	Populati (in	thousand		Cour Cape B	
Dartmouth Glace Bay	17.1				Kenty	rille			4.4 0.4			s Ti	uro	*******	. 11.1		Colch	este
90 041,- US 11,0 97 147, US 010	S	POPULA ES 1/1	TION TIMATE	3	Malla I	EFFECT BUYING STIMA	INCO	ME 1954				10/11	LES-198				SALES ADVER INC CONTR	TIS-
COUNTIES	Total	OZ.	Fami-	% French	Dollars	%	Per Cap-	Per Fam-	Net	%	Per	(in		ORE GRO			Buying	Qual
	(thou- sands)	of Canada	(thou- eands)	Speak- ing	(add 900)	Ganada	ita in- come	ily in-	Dollars (add 000)	% of Ganada	Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	in- dex
Annapolis	23.6	.1527	5.8	5.4	19,813	.1192	840	3,416	10,923	.0902	1,883	2,140	2,153	430	2,080	282	.1172	77
Antigonieh	12.3	.0798	2.4	22.4	7,463	.0449	807	3,110	8,836	.0730	3,682	821	1,549		2,733	99	.0003	76
Gapo Breton	125.1	.8094	25.9	9.3	111,129	,6680	888	4,201	86,353	.7131	3,334	28,343	11,508	3,181	13,546	1,448	.7102	88
Glace Bay	26.1	.1680	5.2		19,975	.1202	765	3,841	18,199	.1503		5,916	8,071	764	2,400	295	.1390	82
Sydney	35.4	.2290	6.9		35,765	.2153	1,010	5,183	30,116	.3230	112	10,246	3,356	1,991	8,471	661	.2504	109
Colchester	32.3	.2090	8.0	3.1	27,314	.1644	846	3,414	25,815	.2131	3,227	4,980	3,644	429	6,844	524	.1800	30
Truro	11.1	.0718	2.8	-	10,763	.0648	970	3,844	18,477	.1526		2,526	1,071	352	5,060	384	.0925	129
Cumberland	40.7	.2633	10.4	10.5	27,984	.1683	887	2,609	26,448	.2184	2,543	6,373	4,711	553	7,788	548	.2023	77
Amherst	10.3	.0666	2.4	800	7,873	.0474	764	3,280	13,600	.1123		2,722	1,528	269	5,275	248	.0707	106
Digby	20.5	.1327	5.1	47.3	15,252	,0918	744	2,981	11,698	.0968	2,293	2,265	2,620	431	3,809	132	,1014	76
Guyəbereugh	14.5	.0938	3.4	10.7	9,683	.0583		2,848	4,216	.0348	1,240	1,283	1,414	-	500	42	.0584	62
Hallfax	177.2	1.1465	39.9	8.3	171,840			4,302	149,978	1.2385	3,759	34,888	30,210	4,573	24,250	3,425	1.1174	97
Dartmouth	17.1	.1106	8.9		17,953		1,060		18,538		300	5,548	556	513	5,258	437	.1221	
Halifax		20000	21.0		105,398		1,078		116,446		-	22,458	28,670	4,004	16,338	2,787	.7828	1
Hants	24.0	.1553	5.8	1.9	18,173	,1993	757	3,133	13,876	.1148	2,393	2,754	4,261	188	3,567	303	.1200	77
Invernoss	18.8	.1217	4.1	26.1	9,554	.0575	508	2,330	8,478	.0790	2,067	1,354	4,456	122	627	80	.0741	61
Kings	35.7	.2309	8.7	3.9	26,379	.1888	739	3,032	20,489	.1092	2,355	4,307	4,252	533	4,707	366	.1764	76
Kentville	4.4	.0285	1.0		3,493	.0210	794	3,493	7,374	.0600		1,473	875	279	1,294	195	.0345	
Lunenburg	34.1	.2297	9.0	8.6	27,380	.1648	803	3,042	19,874	.1641	2,208	4,084	3,707	563	4,980	425	.1767	86
Pietou	45.1	.2918	11.2	0.4	34,582	.2000	768	3,006	29,917	.2470	2,671	8,819	2,929	1,059	6,496	822	.2385	81
New Glasgow	10.4	.0678	2.5		9,386	.0565	903	3,754	16,694	.1379		3,122	1,323	937	4,657	299	.0831	123
Queens	12.8	.0828	3.1	5.8	10,018	.0803	783	3,131	7,795	.0844	2,438	2,105	1,354	105	1,663	132	.0660	80
Flichmond	11.1	.0718	2.4	57.7	6,250	.0376	563	2,604	3,881	.0321	1,617	878	1,632		846		.0428	00
Shalburne	14.7	.0851	3.6	2.5	8,592	.0517	584	2,387	8,146	.0507	1,707	1,400	2,262	83	1,232	131	.0001	61
Victoria	8.4		2.0		4,500			2,250	2,978			705	1,295	- 1179	673	111	.0318	
Yarmouth	23.4	.1514	5.6	41.2	14,460	.0671	618	2,451	13,140			2,950	2,800	534	2,510	232	.1064	70
Yarmouth	8.8	.0637	2.1		6,732	.0400	811	3,206	10,368		X	1,932	1,767	534	2,258	232	.0567	100
Total Above Cities	221.8	1.4318	47.8		217,338	1,3082	982	4,547	258,800	2.1373	-	85,941	40,207	9,643	51,011	5,538	1.5818	110
Province Total	674.3	4.3621	156.1	11.4	550,120	3.3111	816	3,508	450,835	3.7220	2,875	110,359	86,757	12,759	88,951	9,001	3.6450	8
Per Capita Sales							10		2.875			184	129 583		132 567	13	0.0000000000000000000000000000000000000	

Summary of All Data for Canada is on page 779.

NEW BRUNSWICK

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City and Population (in thousands)

City and Population (in thousands)

(in thousands)

Moneton...... 30.6..... Westmoreland

1.6733 64

COUNTIES		POPULA ES 1/1	TION TIMATI	ES	NET EFFECTIVE BUYING INCOME ESTIMATES—1964				RETAIL SALES—1984 OHD ESTIMATES								SALES AND ADVERTIS- ING CONTROLS	
	Total	Of.	Fami-	% French	Dollars		Per Cap-	Per Fam-	Nat	% Per Fam-liy		FIVE STORE GROUPS (in thousands of dollars—add 990)				1/	Buying	Quality
	(thou- sande)	of Canada	(thou-	Speak- ing	(add 900)	of Canada	ita in- come	ily In-	Dollars		Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power	in- dex	
Albert	10.5	.0679	2.8	1.9	6,808	.0413	854	2,453	2,808	.0232	1,002	1,096	715	45	472	58	.0412	61
Carleton	23.9	.1547	8.3	2.9	13,611	.0819	569	2,160	15,041	.1242	2,387	2,262	2,625	451	4,487	322	.1091	71
Charlotte	26.8	.1734	7.8	8.4	15,289	.0990	570	2,039	15,939	.1316	2,125	4,038	3,226	456	3,176	455	.1202	89
Gloucoster	61.4	.3872	11.1	86.3	31,567	.1900	514	2.844	29,561	.1898	1.852	4,266	7,895	390	2,800	206	.2254	57
Kent	28.6	.1851	5.7	80.9	12,479	.0751	436	2,188	7,233	.0597	1,269	1,225	3,029	98	1,481	86	.0025	56
Kings	94.1	.1550	6.8	2.7	15,003	.0908	626	2,218	11,074	0914	1,629	2,338	3,014	148	2,233	279	.1040	67
Madawaska	38.1	.2465	6.9	93.8	26,400	.1599	893	3,828	13,866	.1145	2,010	3,229	2,163	373	2,919	296	.1631	86
Northumberland	45.9	.2970	9.0	30.2	22,571	.1350	492	2,280	21,841	.1004	2,206	4,618	5,292	884	5,163	381	.1814	61
Queens	14.1	.0913	3.8	7.9	8,044	.0484	570	2,117	7,097	.0586	1,868	1,688	1,773	73	2,410	62	.0801	66
Reatigouche	38.7	.2804	7.6	86.8	30,577	.1840	790	4,023	21,737	.1795	2,860	5,130	3,483	712	4,931	388	.1959	78
St. John	78.0	.5048	20.4	10.4	00,205	.4170	888	3,396	68,617	.5086	3,364	17,703	8,181	2,863	10,006	2,201	.4794	95
84, John	51.7	.3345	13.8		47,531	.3861	919	3,444	63,645	.5173		15,150	7,922	3,751	9,114	2,143	.3651	199
Sunbury	9.8	.0841	2.3	21.8	5,445	.0328	550	2,387	2,591	.0214	1,127	794	432	43	423	50	.0356	56
Victoria	19.8	.1281	4.6	38.8	10,141	.8610	512	2,208	10,800	.0092	2,348	2,413	1,857	152	2,904	192	.0829	65
Westmoreland	88.4	.5720	20.7	42.8	77,922	.4590	881	3,764	66,170	.5484	3,197	12,842	16,507	2,140	11,875	1,389	.5128	96
Moneton	30.6	.1980	7.6	100	31,790	.1913	1,039	4,183	48,778	.4028		7,268	13,619	1,757	8,780	1,066	.2561	129
York	45.4	.2937	11.6	4.8	34,415	.2072	758	2,967	35,787	.2955	3,085	6,969	4,512	1,224	10,193	826	.2510	85
Fredericton	18.1	.1171	8.0		17,590	.1054	988	3,504	27,750	.2292		4,477	1,455	1,070	8,829	741	.1449	124
Total Above Cities	100.4	.6496	20.4		98,841	.8828	965	3,008	130,173	1.1493		28,904	22,996	5,578	26,723	3,950	.7661	118
Prevince Total	553.6	3,5819	128.0	38.6	379,697	2.2963	000	2,906	321,100	2.6520	2,509	70,611	84,804	9,850	66,163	7,161	2.6546	74
Per Capita Sales									500 2,500			128 582	117	18	120 517	13 86		****

Per Capita Sales..... Per Family Sales..... QUEBEC

Province Total.....

NEWFOUNDLAND

484.9 2.0199

77.8 2.7

City and Population County (in thousands)		City and Population (in thousand	County (de)	City and Population (in thousands)	County
Chicoutimi 26.3 Chi	Joliette icoutimi ntreal & isLévis ntreal &	Outremont 30.9 Quebec 186.6 Rimouski 12.0 Rouyn 17.0 St. Hyacinthe 21.4 St. Jean 24.4 St. Jerome 18.8 St. Laurent 21.0 Sbawinigan Falls 29.5		Sherbrooke 56.0	Sherbrooke Richelieu Mégantic St. Maurice Beauharnois Abitibi Montreal & us Islands Arthabaska Montreal & us Islands

IN CANADA



229, 102 1, 3790

586 2.94

185,583 1,5326 2,386

48,010

78,432

2,907

17,190

pulls over 500,000. French listeners. Can you afford to ignore this market of

250,000,000.00?

IN CANADA OMER RENAUD& CO

WEED & CO.



IN QUEBEC PROVINCE

Only the "week-ends" provide satisfactory coverage of the 80% French market at a reasonable cost. Used as the basis of advertising campaigns for the French third of Canada, with R.O.P. colour available at very slightly more than B&W rates, they are the very heart and soul of any sales drive. To them can be then added the more expensive dailies as required for further concentration on particular areas.

The nearest office of Henry De Clerque Inc. will be happy to answer inquiries as to the all-important French market which makes up one-third of Canada's population, yet is concentrated mainly in the Province of Quebec.

NEW YORK 12 East 41st St. Lexington 2-3739 CHICAGO 1529 Tribune Town Superior 7-2290

SEATTLE Frederick A. Bartlett 551 Skinner Building Seattle 1, Washington

PHOTO JOURNAL

Latest A.B.C. Circulation for 12 months Ending March 31st, 1954 for LE PETIT JOURNAL—266,329

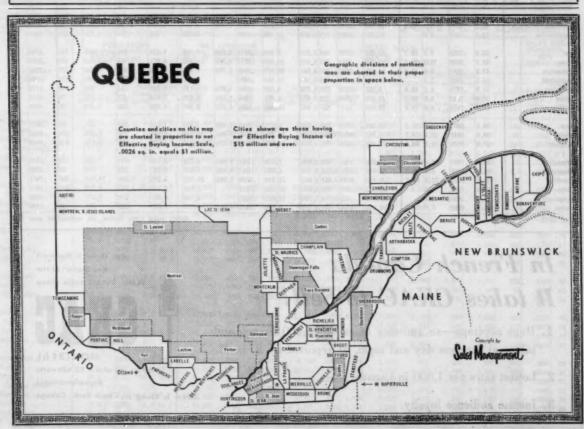
Our Circulation for issue of March 7th, 1955: 291,700

Latest A.B.C. Circulation for 12 months Ending March 31st, 1954 for PHOTO-JOURNAL—121,269

> Our Circulation for issue of March 5th, 1955: 132,500

LE PETIT JOURNAL

Au Service du Public





YOUR TARGET: CFCF RADIO FOR ENGLISH MONTREAL



* There are 557,064 English-Language Montrealers.

★ 58% of all Passenger cars in Montreal are owned by residents of *English* Montreal.

★ More people earn over \$4,000 annually in English Montreal than in French Montreal

★ Of 65,899 Home-Owners in Montreal, 38,067 are located in English Montreal.

★ Of 62 large food chains and supermarkets, 40 are located in English Montreal.

★ 90% of rents over \$70 per month are paid by residents of *English* Montreal.

REPRESENTED: In Canada, by "ALL CANADA". In U.S.A., by "Weed & Co." English Montreal is a vastly profitable market. That's where the BIG spending power is. CFCF-RADIO, situated in, and serving English Montreal exclusively, enjoys both class and mass audience. Results will prove your sales promotion can be most effective with CFCF-RADIO—One of Canada's Fine Radio Stations!

Canada's First Station in Canada's First City.

-	9.9	900	-	- 100	-	100	tinu	4.5
		-	- 84	-		16 00		ad i
-	•			-	-	1 2 401		EU /

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES			ATION STIMATI	ES	NET EFFECTIVE BUYING INCOME ESTIMATES—1984				RETAIL SALES—1954 SHI ESTIMATES								SALES AND ADVERTIS- ING CONTROLS	
	Total	let.	Fami- lies	% Franch	Dollars			Per Fam-	Net	01	Per	(Se		TORE GRO				Qual
	(thou- sands)	Canada	Ethnu-	Speak- ing	(add of Genade	ita ity	ity In-	Dollars (add 000)	of Canada	Fam- ily	Food	General Mdse.	Furn,- House- Radio	Auto- mativa	Drug	Buying Power Index	in- dex	
Abitibl,	90.1	.6412	19.5	89.1	110,333	.8840	1,113	5,668	52,681	.4351	2,702	14,684	7,957	1,972	13,853	635	. 5908	92
Val-d'Or	9.3	.0602	2.0		8,646	.0520	930	4,323	16,538	.1366		4,100	880	588	5,765	222	.0790	131
Argentoull	28.1	.1819	8.9	65.6	23,100	.1391	822	3,349	18,004	.1377	2,418	4,422	2,120	503	4,235	201	.1472	- 81
Arthabaoka	40.2	.2001	8.1	98.9	38,908	.2342	968	4,803	17,777	.1468	2,198	6,201	1,708	1,088	5,092	154	.2132	8:
Victoriaville	13.9	.0899	3.0		11,474	.0691	825	3,825	12,466	.1029		3,163	528	754	4,644	100	0834	91
laget	20.0	.1352	4.6	99.2	12,206	.0735	584	2,683	8,086	.0418	1,000	1,086	1,174	224	886	141	.0783	84
leauco	50.8	.3869	11.2	99.0	30,080	.1808	503	2,683	22,007	.1817	1,965	4,153	4,871	1,088	5,443	263	.2223	57
leauharnois	43.9	.2841	9.6	92.6	34,472	. 2075	785	3,591	28,027	.2149	2,711	8,915	2,305	1,420	4,804	277	.2251	71
Valleyfield	24.6	.1592	5.4		17,108	.1030	695	3,168	18,056	.1491	2000	6,490	1,639	1,240	3,261	132	.1281	81
lellochasse	27.5	.1779	8,2	99.5	9,307	.0580	338	1,790	5,586	.0480	1,070	1,123	1,736	112	645	26	.0773	4
Borthlor	26.9	.1740	5.0	98.2	20,428	.1230	750	3,462	€.481	.0000	1,434	2,378	1,439	273	1,348	74	.1173	87
Bonavanturo	44.7	,2003	8.0	78.0	19,586	.1177	437	2,445	12,580	.1038	1,573	3,241	4,608	302	2,573	21	.1470	51
Brome	14.0	.0944	9,6	50.5	12,084	.0763	900	3,523	4,171	.0345	1,159	1,247	1,212	300	. 561	33	.0673	71
Chambly	95.0	.6147	22.0	74.7	110,767	.0867	1,168	5.035	37,288	.3077	1.884	18,243	2,181	739	8,285	924	.5486	36
Ohampiain	97.0	.6276	10.7	96.3	77,188	.4845	726	3,917	34,967	.2830	1,778	14,167	4,683	1,832	3,423	636	.4445	7
Sharlovolx	30.6	.1993	8.2	96.3	19,866	.1197	846	3,826	7,230	.0597	1,390	1,721	2,128	414	968	115	.1178	81
Chateaugusy	19.5	.1262	4.5	78.8	20,443	.1231	1.048	4,543	6,740	.0557	1,498	1,638	1,732	300	886	81	.1035	80
Chicoutimi	136.3	.8819	22.8	96.2	136,420	.8210	1,001	5,983	70,349	.5800	3,085	24,333	7,575	4,938	14,764	996	.7611	96
Chicoutimi	26.3	.1702	4.5		25,862	.1557		5,747	30,460	.2515		5,918	3,198	8,531	8,820	512	.1873	110
Jonquieres	24.8	.1606	4.5		25,948	.1562		5,766	17,599	.1453		6,790	3,291	748	3,311	81	. 1538	91
Compten	26.0	.1002	5.7	78.7	24,738	.1489	951	4,330	6,966	.0575	1.222	2,127	1,779	358	811	- 44	.1254	7

O SM, 1955.

Before using these figures, see explanation page 761

In French Canada It takes CKAC to Sell!

- Huge coverage—an audience of over 500,000 French and bilingual listeners day and night, as reported by B. B. M.
- 2. Lowest rates per 1,000 in Canada.
- 3. Intense audience loyalty.

CBS Outlet in Montreal
Key Station of the
TRANS-QUEBEC radio group

CKAC

MONTREAL
730 on the dial • 10 kilowetts
Representatives:

Adom J. Young Jr. - New York, Chicago

Cargest Circulation OF ANY FRENCH PUBLICATION IN CANADA

of QUEBEC USE La Patrie

4,482,200 POPULATION — 82.1% FRENCH \$4,138,524,000 EFFECTIVE BUYING INCOME \$2,829,461,000 RETAIL SALES

La Patrie also reaches more young people (15 years and over) and more younger married couples than any other French publication in Canada** These young people are today's best customers . . . they are important to advertisers and they depend on La Patrie!

**(Source: CARF Audience Study)

La Patrie

100 St. Catherine Street East, Montreal, UN. 1-2701 Toronto Office: 19 Melinda St., EM. 4-1016 U.S.A.: Ralph -R Mulligan, New York, Chicago, Detroit BIG SEPARATE SECTIONS

NEWS • COLORGRAVURE
COLOR MAGAZINE • COLOR COMICS

*99.6% voluntary bought-on-demand newsstand sales.
*No prizes, premiums or special inducements have ever been offered readers.

CANADA'S National FRENCH WEEKEND FAMILY NEWSPAPER

manian management	0		TION TIMATE	ES	AUTA I	EFFEC BUYING ESTIMA	INCO					Sell's	ALES-196				ADVERTING CONTRI	TIS-
COUNTIES	Total	%	Fami-	% French	Dollara	%	Per Gas-	Per Fam-	Net	95	Par	(lin		ORE GRO		-	Buying	Quality
	(thou- sands)	Canaca	(thou- sands)	Speak- ing	(add 000)	of Canada	ita	ily in-	Dollars (add 900)	of Canada	Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metive	Orug	Power Index	in- dex
Deux-Montagnes	22.8	.1475	8.1	85.8	22,491	.1354	986	4,410	7,054	.0632	1,501	2,527	880	94	1,191	136	.1161	79
Dorchester	36.2	.2342	6.9	87.4	14,791	.8090	409	2,144	8,385	.0693	1,215	1,462	3,422	198	831	36	.1122	48
Drummond	61.5	.3980	12.9	95.1	50,069	.3014	814	3,881	34,877	.2880	2,704	9,760	3,740	2,258	7,377	881	.3167	80
Drummondville	15.9	.1029	3.6		15,307	.0021	963	4,252	21,001	.1734		5,201	1,238	1,501	5,545	344	1187	115
Frontenae	. 33.3	.2154	8.7	98.0	16,630	.1001	499	2,482	11,535	.0952	1,722	2,870	2,738	576	2,069	72	.1217	56
Gaspo	67.9	.4394	12.0	85.8	34,990	.2100	814	2,908	20,603	.1702	1,717	4,611	7,965	508	3,230	181	.2439	56
Hull	104.8	.6780	22.4	81.4	82,292		785	3,674	51,499	.4252	2,299	17,918	5,508	1,524	10,895	603	.5108	75
Hull			10.3		40,825			3,964	31,043	.2563		11,975	834	1,524	7,061	509	.2617	84
Huntingdon	14.7	.0952	3.7	55.7	14,106	.0849	960	3,812	6,967	.0576	1,863	1,145	1,624	166	1,622	73	.0786	83
Sborville	14.7	.0951	3.2	94.6	15,304	.0921	1,041	4,783	5,500	.0454	1,719	1,031	592	202	.1,342	83	.0787	83
Jeliette	40.6	. 2827	6.3	98.0	28,487	.1714	702	3,432	22,404	.1850	2,899	5,380	2,147	986	4,984	201	.1937	74
Joliette	17.6	.1139	3.6	5	14,674	.0883	834	4,076	17,567	.1451		3,867	957	874	4,559	255	.1105	97
Kanisuraska			5.3	98.9	14,682			2,772	6,739	.0556	1,272	1,104	2,851	210	831	41	.0085	
Labelle	29.6	.1010	5.8	98.2	15,913	.0967	538	2,744	11,651	.0963	2,009	1,973	2,605	808	3,435	32	.1150	80
Lac-St-Jean	90.5	.5882	14.6	95.5	81,413	.4900	896	5,576	38,669	.3193	2,849	10,811	6,789	2,578	6,721	337	.4504	71
Laprairie	29.1	.1307	4.4	76.9	14,923	.0896	739	3,392	7,214	.0595	1,840	1,182	846	154	2,133	88	.0880	61
L'Assomption	25.2	.1030	5.6	83.9	25,091	.1510	996	4,062	11,380	.0041	2,071	3,207	1,329	216	2,675	91	.1363	84
Levis	47.2	.3054	9.1	96.0	43,686	.2625	926	4,097	22,117	.1826	2,378	7,094	2,133	. 668	5,326	444	.2473	81
Levis	13.6	.0880	2.5	5	18,200	.0798	971	5,282	12,054	.0995		3,095	128	410	4,258	279	.0872	91
L'Islet	25.0	.1618	4.8	98.0	12,434	.0749	497	2,590	5,756	.0476	1,199	1,157	1,364	70	1,342	11	.0841	8
Lotbiniero	30.5	.1973	6.6	98.1	14,572	.0877	478	2,429	7,481	.0611	1,234	830	2,361	63	1,720	26	.1016	61
Maskinenge	21.2	. 1372	4.3	96.5	16,516	.0094	778	3,841	6,788	.0560		1,751	881	504	821	103	.0940	0
Matane	00.6	.4516	12.1	98.6	40,477	.2436	880	3,345	22,803	.1867	1,868	7,178	4,133	1,438	4,386	180		
Megantic	49.2	.3183	10.1	95.7	58,990	.3550	1,199	5,841	19,874	.1641		5,590	2,756	1,025	3,431	212	.2804	9
Thetford Mines		.1016	3.4	5	15,168	.0913	966	4,383	13,035		-	3,666	1,158	633	2,819	71		
Missiaguol	26.0	.1741	6.1	76.9	21,123	.1271	785	3,407	15,412	.1273	2,486	4,388	1,220	702	3,225	138		
Montcalm	19.0			83.2	11,800			2,745		.0406	1,143				330	82		
Montmagny	26.7	.1729	5.1	99.6	19,230	.1157	726	3,698	9,381	.0774	1,804	1,905	1,722	283	2,715	64	.1156	6



BREAKFAST ... Montreal Style

In the morning, more and more well-informed Montrealers turn to The Gazette. To reach Canada's second largest English market (882,000 people speak English)*, you need two newspapers. And in the morning, of course, Montrealers read The Gazette... Montreal's only English morning newspaper, with circulation now 85,343**.

*Dominion Consus Tract — 1951.

*ABC Publisher's Statement for 6 months ending Sept. 30th, 1954.

Montreal is Canada's second largest English-speaking market.
February circulation was 90,156 and still growing — (publishers own records)

The Gazette

Montreal • Canada's Best Newspaper Established 1778

QUEBEC - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Address	_		TION TIMATI	E8	AGITA.	EFFEC BUYING ESTIMA	INC			N/F	11 65	A COURS	ALES-195				BALES ADVER INC	TIS-
COUNTIES	Total	%	Fami-	% Franch	Dollara	07.	Per Cap-	Per Fam-	Net	%	Per	(le	FIVE ST	ORE GRO			Buying	Qual-
	(thou- sands)	Canada	(thou-	Speak- ing	(add 000)	of Canada	ita In-	ily in- come	Dollars (add 000)	of Canada	Fam-	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	
Montmorency	23.2	.1501	4.8	96.3	24,561	.1479	1,059	5,458	4,635	.0383	1,030	2,116	890	104	428	32	.1188	77
Montreal	1,486.5	9.6181	379.2	64.5	1,681,130	9.9960	1,117	4,381	1,416,715	11.8986	3,736	377,777	207,258	73,990	210,532	35,359	10.4322	108
Montreal	1,065.7	6.8954	262.7		1,109,523	6.6780	1,041	4,224	1,197,232	9.8864		294,826	190,906	62,923	160,521	28,487	7.6840	111
Lachine	32.4	.2096	7.5		38,379	.2310	1,185	5,117	22,776	.1881		9,587	1,400	1,410	3,387	545	.2139	102
Outremont	30.9	.1999	7.7		52,959	.3187	1.714	6,878	17,581	.1448		7,603	166	356	676	642	.2428	121
Verdun	81.9	.5299	21.2		93,972	.5656	1,147	4,433		.5490	-	24,763	3,267	4,313	14,718	2,244	.5535	104
Westmount	28.1	.1818	7.3		58,627	.3529	2,086	8,031		.1655		9,482		2,256	2,553	1,196	.2625	144

© SM. 1955.

Before using these figures, see explanation page 761

CANADA'S LARGEST
FRENCH MORNING DAILY
65,363

(ABC Publisher's Statement Sept. 30, 1954. Daily net paid Monday to Friday.)

MONTREAL-MATIN

Everywhere you go in Montreal you see Montreal-Matin.

Growing fast!

74,832

Daily net paid average January, 1955 (Monday to Friday).

J. J. DeSERRES
Advertising Manager
1124 Marie Anne Street E.
Montreal 24.

The Greatest SELLING FORCE in French Canada

Again in 1954, La Presse not only exceeded other French publications by millions of lines but also published the

LARGEST VOLUME

of

RETAIL - DEPARTMENT STORE

and

TOTAL DISPLAY ADVERTISING

of

ALL NEWSPAPERS IN CANADA

LA PRESSE

The only French Rotogravure published on

SATURDAY

Concentration in ONE publication is a sound policy in French Canada

MAY 10, 1955

787

HERE ARE VITA THE BETTER HALF OF

		POPULATION	%	ANNUAL RETAIL S	ALES
	GREATER MONTREAL	1,987,900	44	\$1,664,611,	000
	BALANCE OF QUEBEC PROVINCE	2,494,300	56	\$1,164,850,000	1%
-	GROUP SALES REATER ONTREAL	\$323,941,000 \$323,941,000	8 42	FURNITURE 84,486,000 \$57,899,000	5
	BALANCE OF QUEBEC PROVINCE	STORE GROUP SALES	GEN	IERAL MERCHANDISE	%
	PROVINCE	GREATER	\$2:	30,458,000	55
		BALANCE OF QUEBEC PROVINCE	\$	186,896,000	45

An exclusive campaign in La Presse
Daily and Roto will reap far more sales
at a lower cost in French Canada.

L FACTS ABOUT QUEBEC PROVINCE

58.8

41.2

Nearly 60% of the total retail sales for Quebec Province are made in Greater Montreal market. That's why most successful advertisers concentrate on this rich, "pay-off" market, where per capita sales are TWICE AS GREAT as in the balance of the Province (\$953 against \$467).

La Presse is the only publication that blankets the BETTER HALF of French Canada, plus providing a substantial "bonus" circulation outside.

More than ever your advertising dollar should buy SALES RETURNS instead of costly "geographical coverage" in scattered secondary markets.

QUALITY MARKET	AVERAGE FOR CANADA	PER CAPITA SALES
GREATER	108%	\$953
MONTREAL	76%	\$467
AVERAGE FOR QUEBEC PROVINCE	87%	\$631

THE PROPERTY OF LANS	Ta bat	STORE GROUP SALES
AUTOMOTIVE	%	MONTER
257,032,000	54	BALANCE \$39,385,000 %
\$223,252,000	46	\$17,761,000
We in the other was and the second		31

LA PRESSE

DAILY AND ROTOGRAVURE

Head Office: Montreal, Canada

U.S. Representatives: Shannon & Associates, Inc.

Toronto Office: S. L. Rees, Manager

French

The CHRC area is 97.8 French—listening audience is over 1,500,000

French Quebec's Golden Ring

CHRC is your best French seller because it gives more coverage of French Quebec than any other Advertising Medium.

CHRC The only 5000 watt private station in Quebec city.

For all the facts, write to CHRC or ask our representatives:

CANADA: Jos. A. Hardy & Co. Ltd. U.S.A.: Adam J. Young Jr. Inc.

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ALC:	-	Sic.		-	-		1 -011	till acc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

File	0	POPULA ES 1/1	TION TIMATI	ES	40/7A	EFFEC BUYING ESTIMA	INC					E 0/73	ALES-19		M * * * * * * * * * *	****	SALES ADVER INC CONTR	TIS-
COUNTIES			Fami-	%			Per	Per			13.	(ir		ORE GRO			Buving	Quality
	Total (thou- sands)	of Canada	(theu- sands)	French Speak- ing	Deltars (add 000)	Canada	Gap- ita in- come	Fam- ily in- come	Net Dollars (add 000)	of Canada	Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	in- dex
StLaurent Naplerville	21.0 10.0		5.2 2.2	98.5	24,550 8,348	.1478	1,169 635	4,721 2,885	17,175 4,284	.1418	1,947	5,129 654	496	652 150	1,704 1,087	653 67	.1436	
Nicolet	32.9	.2128	6.3	99.1	15,208	.0915	482	2,414	9,815	.0794	1,526	1,721	2,492	294	1,035	. 57	.1121	
Pagineau	31.0	.2064	7.1	85.1	38,447	.1832	984	4,288	12,855	.1036	1,768	3,241	2,147	487	2,309	30	.1640	79
Pontiac	22.5	.1496	6.1	48.0	16,832	.1014	748	3,237	7,292	.0903	1,402	1,086	2,515	-141	1,667	100	.0079	67
Portnouf	47.2	.3054	9.7	87.0	48,411	.2913	1.026	4,991	14,727	.1216	1,518	4,424	2,860	845	3,201	74	.2432	80
Quebec	277.8		58.5		204,059			4.528	211,718		3,619	58,861	32,860	10,300	37,602	6,104	1.6811	94
Quebec	186.6				183,106			4.832	190,131			46,647	31,457	10,173	33,248	5,627	1.2635	105
Richelieu	33.5		7.3		29,071	.1749		3,982	15,998		2,192	4.359	1,944	598	2,742		.1704	79
Sorel	16.1	1	1		14,785			4,480	11,728			2,738	1,578	556	1,649		.0944	91
Richmond	37.0	.2394	8.1	84.0	32,900	.1981	900	4,083	18,223	.1505	2,250	5,662	999	1,168	4,164	211	.1921	80
Rimouski	87.7	1			49,581	1		4,402	25,722			5,936	4.040	1,281	8,617	302	.2608	
Rimouski	12.0				9,287	.0559		4,221	13,306	100000000000000000000000000000000000000		2,649	1,460	841	3,831	187	.0764	
Rouvillo				90.4	21,699			4,521	0,200	.0780		1,730	716	282	1,808	63	.1150	
Saguenay	48.7	.3151		77.4	46,201	.2700	950	5.576	19,000	1881	2,408	2,431	12,018	158	2,353	40	,2518	80
Shefford	49.8			89.5	34,732	1000000		3,157	29,211	.2412		8,104	3,008	1,585	8,401	281	.2400	
Granby	24.6	1			19,138			3,353	21,627	.1786	2,000	6,131	1,553	1,236	- 5,096		.1430	
Sherbrooks	70.3	1		81.0	87,790			4.057	80,184	.4144	3.005	14,613	2,297	5,106	9,400	1,217	.4192	1000
Sherirooks					35,000	1 11 11 11		4,231	47,575		0,000	13,738	2,117	5,002	8,964	100000	.3559	
Soulanges	10.0		1	95.3	10 100	,0009	1 010	4,218	3,965	.0327	1,682	462	1,112	- 84	968	010	.0832	82
Stanetead.	10.0			75.9	10,121	1		3,280	20,321	.1678		6,266	2.613	902	3,483	289	.1839	
St. Hyacintho	37.6 41.5		1 2		31,345			3,331	27,883	.2278		6,177	2,406	2,233	4,929	601	.2184	
St. Hyacinthe	21.4			1	16,627	1		3,538	23,425		2,004	5,000	1,799	1,914	4,623	200	.1358	1
		1				1000									4 000	480	1011	
St. Joan	33.4	-	1	87.8	28,811			3,841	24,774		3,363	6,520	1,723	1,331	4,975		.1913	
St. Jean	24.4				22,306			3,983	22,186	.1832		5,695	1,511	1,048	4,616	100 / 100 / 100	.1537	
St. Maurico	107.1		1	96.1	100,012			4,406	83,294	.0878	3,669	21,774	7,630	4,543	13,126	1.6000		7.0
Shawinigan Falle	29.5				32,206			5,112	37,249			8,054	1,845	1,603	3,976	200	.2026	
Trois Rivieres	54.7				86,571			4,478	52,013	.4205	-	12,688	4,815	2,822	8,902	848 424	.3518	
Tomiccaminguo	50.1			81.8	64,807			5,500	33,541			10,039	4,210	1,898	6,354			
Rouyn	17.0	.1106	3.6		19,225	.1157	1,131	5,340	16,934	.1398		4,958	1,098	947	3,259	177	.1218	111
Temiscousts	71.2	.4807	12.7	96.9	45,549			3,587	22,478			6,172		1,040	4,611			
Terrebonne	79.0	.5111	18.6	92.3	83,148	.3199	673	2,963	45,810	.3783	2,845	15,379		1,963	7,001	902		2.3
St. Jerome	18.8	.1316	4.1		13,967	.0842	744	3,330	15,466	.1377		7,875	823	1,255	1,686			
Vaudrouil	18.9	.1221	4.1	80.3	15,036	.0005	796	3,341	8,223	.0679	1,827	2,200	1,067	237	1,789	92	.0001	1 74

C SM, 1955.

Before using these figures, see explanation page 761



-ONE

CULTURE GROUP

LANGUAGE MARKET

PRESS GROUP

the easy-to-cover \$1½ billion market in French Canada

The ZONE 2 DAILIES belong on your Canadian schedule. Get full details from our U.S. Representatives:

GILMAN, NICOLL & RUTHMAN

19 W. 44th St., New York 36, N. Y. 73 Tremont St., Boston 8, Mass. 400 N. Michigan Ave., Chicago 11, III. Old Newton Rd., Philadelphia 15, Pa. Russ Bldg., San Francisco 4, Calif. 2700 W. 3rd St., Los Angeles 57, Calif. Zone 2—the entire eastern half of Quebec Province—is a compact unit market. An overwhelming 93.5% of your prospects here speak French...spend \$924,482,200 in retail buying...make up every income group. It's the all-French market you can reach simply and effectively only with the Zone 2 Dailies.

ZONE TWO DAILIES

LE NOUVELLISTE Trois-Rivieres * 29,188 LE SOLEIL L'Evenement-Journal Quebec City * 125,811 Sherbrooke * 25,467

* 180,466 combined circulation—ABC, 12 months ended Mar. 31, 1954.

The	"SM"	symbo	ls mark	original,	exclu-
sive	estimate	es by	SALES	MANAGE	MENT.

Q	U	E	B	E	C	_	Continued	I)

	-		ATION TIMATI	E8	SUT	EFFEC BUYING ESTIMA	INC			niner A i o		Toll D	ALES-195				SALES ADVER INC	TIS-
COUNTIES	Total	01	Fami-	% French	Dollars	04	Per Cap-	Per Fam-	Net	Cr.	Per	(in	FIVE ST	ORE GRO			Buying	Qual-
m 200 (0.1)	(thou- sands)	of Canada	(theu-	Speak- ing		of Canada	its	ily in-	Dollars -	% Ganada	Fam-	Food	General Mdee.	Furn House- Radio	Auto- mative	Drug	Power Index	In- dex
Verchores	19.2 19.8 17.5	.1282	4.2	92.9 96.3 97.9	20,881 13,566 12,731	.0816	685	4,972 3,230 3,350	6,844 4,292 4,377	.0354	1,630 1,022 1,152	2,052 1,272 1,932	722 1,173 647	429 165 185	1,782 537 234	128 31 51	.1047 .0770 .0719	60
Total Above Cities	1,930.7	12.4923	454.8		2,002,468	12.0527	1,037	4,403	1,972,675	16.2897		521,837	267,236	111,128	321,952	46,480	13.4119	107
Province Total	4,482.2	29.0011	990.2	82.1	4,138,524	24.9089	923	4,179	2,829,461	23.3649	2,857	779,212	417,384	142,385	480,284	57,146	25.2642	87
Per Capita Sales Per Family Sales									631 2.857			174 787	93 421	32 144	107 485	13 58		

ONTARIO

City and Population (in thousands)	County	City and Population (in thousands)	County	City and Population (in thousands)	County
Barrie. 13.5 Belleville. 21.2 Brampton 8.8 Brampton 39.4 Brockville 13.0 Chatham. 23.1 Cornwall 18.1 Fort William 37.5 Galt 21.0 Guelph. 29.7 Hamilton 225.9 Kenora. 9.2 Kingston 45.0 Kitchener 53.8 Leamington 7.2 Leaside 16.7	Peel Brant Leeds Kent Stormont Thunder Bay Waterloo Wellington Wentworth Kenora Frontenac Waterloo Essex	Lindsay 10.5 London 103.1 New Toronto 11.8 Niagara Falls 25.3 North Bay 19.4 Oakville 7.3 Oshawa 47.5 Orillia 13.0 Ottawa 221.8 Owen Sound 17.5 Parry Sound 5.4 Pembroke 13.5 Peterborough 43.1 Port Arthur 35.0 Port Colborne 10.6	Welland Nipissing Halton Ontario Simcoe Carleton Grey Parry Sound Renfrew Peterborough Thunder Bay	St. Catherines 41 2 St. Thomas 19 0 Sarnia 42 2 Sault Ste. Marie 36 5 Simcoe 7 9 Smiths Falls 8 8 Stratford 20 1 Sudbury 47 5 Tillsonburg 5 6 Timmins 28 9 Toronto 685 3 Trenton 10 2 Welland 16 8 Weston 9 0 Windsor 127 8 Woodstock 17 0	Lambton Algoma Norfolk Lanark Perth Sudbury Oxford Cochrane York Hastings Welland York Essex
○ SM, 1955.				Before using these figures, see exp	planation page 761

Sell OTTAWA

(Canada's Capital City)

Through the paper that's FIRST with readers and advertisers

THE OTTAWA CITIZEN

dominating the rich buying power of Canada's Capital

- 1. Largest Ottawa area circulation
- 2. Largest home delivered circulation
- 3. Largest volume of advertising



THE OTTAWA CITIZEN

Ottawa's Greatest Newspaper

For complete information on this market consult: Cresmer & Woodward: New York, Detroit, San Francisco, Los Angeles, Atlanta.

Southam Newspapers: Montreal & Toronto. F. A. Smyth, London, England.

ONTARIO - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Channife Di	0		TIMATI	ES	607A	EFFEC BUYING ESTIMA	INC					RETAIL S	ALES-10				ADVER ING CONTR	T18-
COUNTIES	Total	9%	Fami-	% French	Dollars	%	Per Cap-	Per Fam-	Net	%	Per			ORE GRO		0)	Buving	Qual-
	(thou- eands)	of Canada	(thou- sandr)	Speak- ing	(add 000)	of Canada		ily In- come	Dollars (add 000)	of Canada	Fam-	Food	General Mdse.	Furn House- Radio	Auto-	Drug	Power Index	in- dex
Algoma	70.9	0.000	16.9		86,187		1,216		58,045	.4793	3,435	18,985	6,703	1,928	9,737	1,392	.4949	
Sault Ste. Marie	36.5	1000	0.0	1 2 2	54,008		1,490		43,213	.3486		13,573	2,945	1,743	7,454	1,050	.3144	133
Brant	92.9		22.5		97,344		1,174		70,878	.5853	3,150	15,015	5,504	4,725	14,367	1,324	.5758	
Brantford	39,4	10000	10.7		50,224			4,694	35,699	.4590		12,037	3,997	4,074	11,247	1,031	.3401	
Bruss	46.9		13.5		36,263	.2183		2,686	31,232	.2579		8,314	4,096	1,294	8,441	1,008	.2489	
Carleton	265.9		85.2		417,285				249,100		3,821	59,862	41,404	11,886	36,712		2.2170	
Ottawa	221.8	P. School and	85.4		359,204				282,480			55,608	35,162	11,753	34,728	5,250	1.9440	
Cochrane	86.4				122,162			5,873	65,319	. 5393	3,140	20,137	7,951	1,963	12,080	1,439	.6415	
Timmine	28.9	-			44,326	100000		5,990	28,873	.3384		9,333	1,910		5,675	601	.2423	
Dufferin	16.2	.1046	4.7	.0	11,570	.0896	714	2,462	10,700	.0090	2,291	1,004	1,302	347	2,682	250	.0825	79
Dundae	17.0	.1139	4.8	9.3	13,177	.0793	0.00	2,745	14,981	.1234	40,000	2,785	1,684	212	3,185	243	.0094	
Durham	33.5				33,430			3,519	22,321	.1843		5,684	1,906	619	5,262	594	.1903	
Elgin	61.7	.3992	17.1	2.6	75,246	2.2-2000	Tie Same	4,400	46,819	.3967		9,990	4,318	2,495	12,115		.4223	106
St. Thomas	19.0	.1229	5.9		30,471	.1834	1,504	5,165	27,369	.2260		6,329	2,058	1,683	7,401	572	.1841	150
Essex	238.8	1.5431	63.6	21.9	387,116	2,1494	1,487	5,000	199,382	1.6482	3,164	48,903	15,422	18,467	15,276	5,832	1.8772	122
Windsor	127.8	.8269	34.5	5	203,950	1.2275	1,596	5,912	137,093	1.1321		23,860	11,916	14,373	22,428	4,229	1,1188	135
Leamington	7.2	.0466	2.0		7,965	.0479	1,100	3,983	13,794	.1139		2,948	848	990	3,493	252	.0674	145
Frontenac	72.7	.4704	17.7	6.5	83,216	.5009	1,148	4,702	58,288	.4813	3,293	14,006	5,737	4,107	10,361	1,728	.4889	104
Kingston	45.0	.2912	11.6		88,071	.3495	1,290	4,880	49,880	.4120		12,131	2,900	3,738	9,150	1,517	.3566	122
Glengary	19.7	.1278	4.1	86.8	11,081	,0067	582	2,261	8,386	.0693	1,712	1,720	1,225	251	1,604	81	.0798	62
Granvilla	18.1	.1221	8.4	7.4	17,706	.1000	937	3,279	12,100	.0000	2,241	2,788	1,778	319	2,881	288	.1078	80
Grey	05.6	.4244	18.1	1.4	60,871	.3543	897	3,118	48,180	.3811	2,442	9,570	5,567	2,127	12,491	1,015	.3763	89
Owen Sound	17.4	.1133	4.5		20,360	.1225	1,163	4,158	22,788	.1882		5,693	1,878	1,342	6,046	584	.1404	124
Haldimand	26.6	.1734	7.1	2.3	25,158	.1514	931	3,316	23,249	.1920	3,000	4,538	1,778	1,029	5,836	516	.1680	97
Hallburton	8.5	.0600	2.4	3.3	8,636	.0340	883	2,348	5,182	.0428	2,159	1,654	1,142	47	1,038	101	.0408	74
Halton	82.1	.3417	14.0	2.0	02,571	.3706	1,186	4,286	40,514	.3346	2,775	11,623	1,845	1,507	9,072	1,277	.3571	106
Oakville	7.8	.0472	2.0)	9,464	.0570	1,396	4,733	13,376	.1106		3,753	454	511	3,337	457	.0711	151
Hastings	82.7	.6351	22.1	8.4	84,400	.5090	1,021	3,819		.5757	3,154	18,515	7,143	3,313	18,460	1,519	.5337	100
Belleville	21.5	.1372	6.1	1 7	28,674	.1720	1,351	4,701	32,655	.2697	1	7,442	2,820	2,149	7,844	583	.1967	142
Trenton	10.2	.0660	8.1	t I	12,017	.0728	11,178	8 8,876	13,601	.1123		3,904	457	723	3,330	428	.0830	126

O SM, 1955.

Before using these figures, see explanation page 761

Only The Ottawa Journal Covers The Golden Triangle

Canada's Fifth Market

Here's why:

- (1) The Ottawa Journal has the largest total circulation of any Ottawa newspaper, 61,318 Daily, (A.B.C.)
- (2) The Ottawa Journal is read by more city families in the average wage earning group, 53% according to a recent survey. (Write for Survey Details.)
- (3) The Ottawa Journal offers PLUS readership in the rich Ottawa Valley providing complete coverage of the leading Valley Towns. (A.B.C.)

For Increased Sales In The Golden Triangle You Must Use

The Golden Triangle

The name given to the Ottawa Valley with its high concentration of industry, Agriculture, and Government. The Golden Triangle offers

- a balanced, stable yet rich market because Ottawa has the Second Highest Per Family
- Income; \$6475 according to "Sales Management Survey" of Buying Power.
- Government Payroll now \$115,461,000. 36,077 employees in Ottawa are paid this
- Industrial Force Grows. There are approximately 43,000 industrial workers in the Ottawa Valley area producing a wide variety of goods.

REPRESENTATIVES: E. A. WILLIAMS, WARD GRIFFITH INC., S. McILWAIN, ENGLAND.

The "SM" symbols mark original, exclu-

ONTARIO - (Continued)

	· O	POPULA ES 1/1	TIMATE	28	407A	EFFECT BUYING ESTIMA	INCO		(E), (II)	/Haya		Ma/II	ALES-198		47.6		SALES ADVER ING CONTR	TIS-
COUNTIES	Total	01	Fami-	% French	Dollars	or .	Per Cap-	Per Fam-	Not	01	Per	(In		of dollars			Buying	Qual-
	(thou- eands)	of Ganada	(thou- sandn)	Speak- ing	(add 000)	of Canada	ita in- come	lly In-	Dollars	of Canada	Fam-	Food	General Mdae.	Furn House- Radio	Auto- motive	Drug	Power	in- dex
Huron	54.8	.3545	15.7	3.6	42,215	.2840	770	2,689	39,517	.3263	2.517	5,343	4,874	1,862	10,182	847	.2958	83
Kenora	43.6	.2821	11.4	7.8	55,619	.3312	1,282	4,826	31,474	.2599	2,761	7,854	6,348	538	5,697	576	.3000	106
Kenora	9.2	.0595	2.5		13,603	.0819	1,479	5,441	11,952	.0987	101	3,871	784	821	2,146	103	.0825	130
Kent	87.9	.5616	24.7	12.2	87,196	. 5248	992	3,530	82,363	.6801	3,335	15,518	7,861	4,656	19,773	1,897	.5802	102
Chatham	23.1	.1495	6.7		29,970	.1804	1,297	4,473	40,912	.8878	100	7,378	3,889	8,097	9,330	1,231	.2214	148
Lambton	86.2	.5377	24.1	8.7	105,484	.6348	1,223	4,376	69,383	.5729	2,879	18,868	7,111	5,278	15,867	1,459	.0000	108
Saraia	42.2	.2730	11.7		66,181	.3983	1,568	5,656	43,764	.3614		12,174	3,731	4,574	7,978	1,100	.3622	138

O SM, 1955.

Before using these figures, see explanation page 761

METROPOLITAN OTTAWA IS ★43.2% FRENCH

Can you afford to ignore a market of \$102,000,000?

Over four hundred national advertisers sell the rich, Ottawa French-speaking market through "Le Droit". When a budget allows for only two papers in Ottawa, they wisely reconcile a two paper budget with a two language market,

* 1951 Census, Federal Bureau of Statistics (Breakdown on Request)

Head Office & Plant 375 RIDEAU ST., OTTAWA

H. E. LEMIEUX Director of Advertising

DAILY CIRCULATION 26,989 (A.B.C.)

Toronto Branch Office 112 YONGE ST.

EMPIRE 3-9903 VERN B. MOORE, Manager

U. S. Representatives-SHANNON AND ASSOCIATES, INC.

COVERAGE WHERE IT COUNTS

LONDON and Middlesex County — 50,000 families* with a buying power of \$242,222,000.* — CFPL RADIO gives you 88% coverage day,* 76% night* of the 48,390 Radio Homes* — PLUS LONDON'S Seven-County Trading area with 114,110 additional Radio Homes* and a Buying Power of \$429,175,000.

*Sales Management 1954 \$BBM-1954

CFPL radio dial 980

IN U.S.A. Weed & Co.

IN CANADA: ALL CANADA RADIO

ONTARIO - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	0	POPULA ES 1/1	TION TIMATI	ES	AGIII A	EFFEC BUYING ESTIMA	INC	DME 1984		ni	1	RETAIL S	ALES-195		1113	T K	SALES ADVER ING CONTR	TIS-
COUNTIES	Total	%	Fami-	% French	Dellars	%	Per Can-	Per Fam-	Net	0%	Per	(in		ORE GRO		5 2 1	Buying	Qual
	(thou- sands)	of Canada	(thou- sands)	Speak- ing	(add 000)	Canada	ita In-	ily In- come	Dollars (add 000)	of Canada	Fam- ily	Food	General Mdss.	Furn House- Radio	Auto- motive	Drug	Power Index	In- dex
Lanark	39.8	.2862	10.8	4.8	43,184	.2599	1,001	3,982	31,987	.2842	2,835	7,278	3,158	1,487	7,613	656	.2804	102
Smith's Falls	8.8	.0589	3.4		12,891	.0776	1,465	5,371	14,091	.1164		2,869	744	866	3,983	243	.0851	156
Lords	43.1	.2789	11.6	8.5	44,483	.2675	1,031	3,832	34,615	.2806	2,984	7,367	4,080	3,387	8,604	735	.2753	39
Brockville	18.0	.0841	3.6		16,738	.1007	1,288	4,649	18,400	.1534		3,886	1,528	2,785	3,289	332	.1129	134
Lonnex & Addington	21.7	.1404	6.2	3.7	15,135	.0911	607	2,441	14,609	.1213	2,369	2,668	1,982	172	4,051	273	.1100	71
Lincoin			28.4		134,946			4.752	91,328	.7542		22,296	7.002	6,765	19,206	2,163	.7886	
St. Catherines	41.3		11.8	1	60,513	1	1	5.262	65,151	.5380	-	14,951	5,661	6,179	14,096	1.449	.3968	
Manitoulin	12.5	.0000	3.1	4.6	8,886			2,800	6,400	.0528	2,065	1,151	1,792	77	1,279	205	.0587	73
Middlesex	184.6	1,1940	50.0	2.3	240,222	1.4488	1.301	4.804	179,901	1,4858	3.898	37,048	18,542	13,662	36,621	5,250	1,4074	118
Landon	103.1		29.7		148,791			5,113	148,535		-,	30,100	15,477	12.064	28,737	4,499	.9492	
Muskoka	27.5		7.1		23,758		884		24,058	.1986	3,094	6,704	2,980	596	5.334	564	.1687	
Nipiesing	56.2		12.1		60,123			4.881	45,261	.3738		11,234	5,504	2,182	10.804	982	.3658	
North Bay	19.4	10000	4.5		28,972			5,913	29,138	200000		8,738	2,904	1,811	6,704	652	.1845	1
Norfolk	47.8	.3074	13.2	2.3	38,604	.2324	813	2,925	35,640	.2943	2,700	7,554	3,179	1.879	6.953	784	.2860	8
Simooe			2.1		9,915			3,966	17,673			3,795	861	1,079	3,811	407	.0839	1
Northumberland	37.2				33,001			3:003			2,101	5,179	2,200	1,350		449	. 2034	1
Ontario	100.4		27.1		118,802			4.403			3.052	20,628	6,500	3,724	19.844	1,932	.6944	
Onhawa	47.8				66,819			5,101		00000		13,306	3,805	3,100		938	,3963	-
Oxford	65.4	.4231	18.	2.0	86,551	.400	1.01	3.637	57,912	.4782	3,165	10.657	5,384	2,726	13,476	1,120	.4284	10
Woodsteek	17.0	7	1	-	21,301			4,190		.1707		4.044	1.949			479	.1393	
Tillsonburg					6,600			04,181				2,743	932	860		109	.0598	-
Parry Sound		1			28,120			3.270			2,009	4.471	3,658			218	.1060	
Parry Sound			1		6,071			4,060		1	-,000	2,489	1,130	1		123	.0471	_
Peel		-			106.461			6.026			2.274		2,229			1,638	.5170	
Brampton				-	10.570			4.068				3,370				386	2,000	4 55

O SM. 1953.

Before using these figures, see explanation page 761

CFPL—TV

CHANNEL 10

LONDON, CANADA 117,000 E.R.P.

the powerful sales influence in 9 western Ontario counties

In Canada—contact All-Canada Television
In U.S.A.—Weed and Company

95,000 (est.) TV homes in

MIDDLESEX OXFORD ELGIN PERTH HURON BRANT NORFOLK LAMBTON KENT

HOW RIGHT YOU WERE, MR. BABSON!*

LONDON, ONTARIO, IS APPROACHING THE HALF-WAY MARK, IN ITS MOST PROSPEROUS YEAR EVER!

When R. W. Babson looked at London, Ontario, from an economist's viewpoint, he saw facts that promised big things for advertisers in 1955 . . . and the forecast for "another outstanding year," hit the nail right on the head! Western Ontario is BOOMING—and The LONDON FREE PRESS IS BOOMING WITH IT!





A GREAT MARKET

-served by a

great newspaper!

Publisher's Statement, 6 months ending Sept. 30, 1954. 91,067 copies daily.

The "CM" combale mark original evelu

ONLY ONE NEWSPAPER COVERS THIS RICH, BOOMING, CANADIAN MARKET!

The London Free Press guides the buying habits of over 300,000 readers daily . . . it will feed your selling message into their homes, and ring your cash register but good! In Canada it's a MUST on every advertiser's media list, as the largest Ontario newspaper outside of Toronto . . . the ideal Market for your advertising!

For complete market data, write, wire or phone today!



CHITARIO

	O O	POPULA ES 1/1	TION TIMATE	s	AUTA.	EFFEC BUYING ESTIMA	INC	OME 1854		1000		Ma///	ALES-195	THE PLAN			ADVERT ING CONTRO	TIS-
CITIES	Total	Or .	Fami-	%		-	Per	Per	Net		Per	(be	FIVE ST	ORE GRO			Buving	Quality
	(thou- sands)	of Ganada	thou- sands)	French Speak- ing	Deliars (attd 000)	of Canada	Cap- ita In- come	Fam- ily In- come	Dollars	% of Canada	Fam- ily	Food	General Mdse,	Furn,- House- Radio	Auto- motive	Drug	Power Index	in- dex
Porth	58.5	.3785	16.6	2.1	64,832	.3902	1,108	3,906	51,339	.4239	3,093	8,655	4,883	1,885	14,178	1,113	.3980	105
Stratford	20.1	.1301	5.9		27,978	.1684	1,392	4,742	25,746	.2126		4,486	1,827	1,069	7,321	528	.1740	134
Peterborough	89.2	.4478	18.1	3.7	79,484	.4784	1,149	4,391	58,337	.4818	3,223	13,947	6,104	3,672	10,570	1,436	.4733	106
Peterborough	43.1	.2789	11.4		56,213	.3383	1,304	4,931	49,358	.4076		12,202	4,172	3,492	8,518	1,291	.3472	124
Prescett	28.5	.1844	6.4	82.9	20,888	.1257	733	3,264	16,706	.1297	2,454	2,608	3,052	672	3,605	111	.1386	78
Prince Edward	20.6	.1333	6.0	3.1	14,104	.0649	885	2.351	14,165	.1169	2,361	2,838	1,197	631	3,198	364	.1042	78
Rainy River	24.6	.1591	8.5	10.8	25,420	.1530	1,033	3,911	18,889	. 1560	2,906	4,896	3,116	470	3,777	390	.1551	97
Renfrew	74.2	.4801	17.5	15.8	82,130	.3739	837	3,550	50,820	.4197	2,904	11,720	7,400	2,189	11,530	1,093	.4089	85
Pembroke	13.5	.0873	3.2		18,126	.0790	972	4,102	17,311	.1429		4,122	1,582	1,340	4,129	447	.0998	114
Russell	19.7	.1275	4.3	81.9	11,120	.0669	564	2,586	7,145	.0590	1,662	1,041	2,642	138	1,367	80	.0766	80
Simcoe	118.5	.7667	30.8	10.7	113,115	.6809	955	3,673	99,387	.8207	3,227	22,493	9,115	3,340	24,479	2,091	.7400	97
Barrie	13.5	.0873	38.7		18,193	.1095	1,348	470	27,255	.2251	79/	5,282	1,321	802	8,070	575	.1397	160
Orillia	13.0	.0841	37.7		14,305	.0861	1,100	379	19,534	.1613		4,088	1,858	941	4,315	405	.1083	129
Sturment	54.0	.3494	13.1	48.7	60,483	.3640	1,120	4,617	41,891	.3459	3,198	11,095	4,025	1,942	8,355	859	.3557	100
Cornwall	18.1	.1171	4.5		23,287	.1402	1 287	5.175	28,295	.2337		6,561	2,431	1.637	5.783	516	.1636	140

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

THE SUDBURY MARKET HAS WELL OVER 100,000 PEOPLE

THE SUDBURY MARKET HAS CANADA'S HIGHEST AVERAGE WAGE

THE SUDBURY MARKET IS A PRIMARY MARKET

Maximum penetration and maximum results in this PRIMARY market can be achieved best with the "near as dammit" saturate circulation of The Sudbury Builty Star Hobbitsher National Representatives: I. G. VATCHER & CO. LIMITED * TORONTO AND MONTREAL R. W. PEARSON, Adv. Mar.

SERVING and SELLING SUDBURY "The Heart of Canada's Fastest Expanding Market."

*

ONTARIO	_	(Con	tinu	ed)										The "SM" sive estima		mark or LES M/	iginal, e	ENT.
AT TANK			TIMATE 1/88	ES	#G/78	EFFEC BUYING ESTIMA	INC	DME 1964	1727			TO//A	ALES-195				BALES ADVER INC	TIS
COUNTIES	Total	O/L	Fami-	% French	Dollara	07	Per Cap-	Per Fam-	Net	4	Per	(In		ORE GRO			Burring	Quality
	(thou- sande)	% of Canada	(thou-	Speak- ing	(add 000)	of Canada	ita	ily- in come	Dollars	of Canada	Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- metive	Drug	Power Index	in- dex
Sudbury	126.0	.8153	28.4	40.8	178,611	1.0750	1,418	6,289	100,345	.8286	3,533	29,323	14,876	5,316	19,219	1,857	.9491	118
Sudbary	47.5	.3073	10.9		71,030	.4275	1,495	6,517	68,761	.5678		14,154	8.514	5.028	16,275	1,189	.4456	145
Thunder Bay	115.7	.7486	29.7	8.3	141.671	.8527	1,224	4.770	96,760	.7990	3.258	23.954	18,480	2,715	29,227	1,796	.8158	109
Fort William	37.5	.3426	10.1		48,356	.2910	1,289	4,788	35,377	.2021		10,933	5,056	1,701	5,814	684	.2817	116
Port Arthur	35.0	.2265	9.7		44,783	.2894	1,279	4,614	40,475	.3342		9,176	5,992	1.045	9.976	386	.2803	124
Timiokaming	85.6	.3887	14.8	27.8	78,781	.4741	1,417	5,432	39,464	.3259	2,722	11,782	5,847	1,119	7,953	924	.4067	113
Victoria	30.1	.1948	8.9	2.3	26,775	.1611	890	3,008	26,413	.2181	2,968	4,741	3,816	1,190	6,150	400	.1850	96
Lindsay	10.5	.0679	3.0		12,019	.0723	1.145	4,006	17,696	.1461	-	3,526	1.757	1,100	4,246	267	.0936	138
Wateries	143.6	.9291	36.8	2.9	170,176	1.0243	1.188	4.624	134,896	1.1140	3,006	26,990	9.795	9.280	27,362	2,298	1.0322	111
Galt	21.0	.1359	6.1		27,679	.1666	1.318	4.538	23.478	.1939	-	6,385	1.132	2,048	4,337	484	.1687	124
Kitchener	53.8	.3481	14.2		67,731	.4077	1.259	4,770	65,046	.5371		12,674	5.552	5,460	13,888	1,069	.4346	125
Welland	142.3	.9207	37.1	8.4	201,577	1,2132			126,100	1.0412	3,327	37,686	7,283	9,934	21,296	3,601	1.1031	120
Niagara Falls	25.3	.1637	6.9		38,456	.2315	1.520	5.573	44,390	-3666	-	11,936	3,113	3,841	7.373	1,606	.2585	158
Welland	16.8	.1087	4.3	3	24,096			5,604		.2334		7,683	1,953	2,751	5,283	503	.1643	151
Port Colborne	10.6	.0686			17,634			6,298	11,543			3,706	985	1,338	1,450	256		139
Wellington	73.0	.4782	10.4	1.9	80,879	.4966	1.094	4,084	83,457	.5241	3,189	13,215	4,338	3,284	13,780	1,409	.4982	104
Guelph	29.7	.1922	7.1	0	36,777	.2214	1,238	4,685	36,527	.3016		8,252	1,900	2,306	8,081	848	.2396	125
Wentworth	302.9	1.9588	79.2	3.1	441,014				208,670	2.2020	3,367	50,636	32,154	14,341	51,056	8,152	2.3796	121
Hamilton	225.9	1.4610			337,804	2.0332					100	54,029	30,162	14,003	44.501	7,550	1.9032	130

IF YOUR PRODUCT HAS CHRISTMAS-GIFT APPEAL

don't overlook the big possibilities in the multi-million dollar gift practices of the nation's business concerns. Sales Management's September 10 issue—"When a Corporation Says 'Merry Christmas' "—offers you an exclusive approach to the men in these companies who chiefly determine how much will be spent and what items will be chosen. Full details from:

SALES MANAGEMENT

386 Fourth Avenue, New York 16, N. Y.

Good businessmen sell the lucrative Hamilton area via the SPECIATOR!"

BRUSHLESS Cream and NEW LOW

Old Spice SHAVING CREAMS Now only

Lather or Brushless

Shaving
Cream

SHULTON

G. M. Thomson, Manager of Shulton Incorporated, put it this way:

"After an intensified campaign on our Old Spice, Desert Flower and Friendship's Garden toilet preparations in 1953, which was further increased in 1954, our sales volume has more than doubled. We feel that placing all our advertising with the Hamilton Spectator has been a major factor in this wonderful increase."

Hamilton is a more inviting market than ever before!

In the past few months, over 20 new industries have located in the Hamilton area, adding to the over 600 industries which produce everything from pig-iron to pottery. The population, earnings and retail sales in Hamilton have steadily increased to make it the fastest growing city in Canada. With circulation at an all-time high, the Spectator is reaching more people than ever before. More copies of the Spectator are sold each day in the Hamilton City Zone than there are homes in the area—yet current rates per thousand circulation are lower than in 1936 (present milline rate \$2.69—January 1936 milline rate, \$2.70)

You Get ACTION When You Advertise In

The Hamilton Spectator

One of the Seven Southam Newspapers in Canada

TORONTO
The Southam Newspapers
388 Yonge St.

MONTREAL
The Southam Newspapers
1070 Bleury St.,
J. C. McCague, Manager

GREAT BRITAIN F. A. Smyth, 34-40 Ludgate Hill London, E.C.4, England UNITED STATES
Cresmer & Woodward Inc., (Can. Div.)
New York, Detroit,
Chicago, San Francisco,
Los Angeles, Atlanta
6-1849



ONTARI	0 -	- 10	onti	nue	3/									The "SM' sive estim	ntes by S	ALES M	ANAGEN	ENT
COUNTIES	0	POPULA ES 1/	ATION STIMATI	ES	SXI)	ET EFFEC BUYING ESTIMA	INC	DME 1964				RETAIL S	ALES-190				SALES ADVER INC CONTR	TIS-
COUNTIES	Total % Family % Deliars % Cau-Fam- Not % Per (in thousands of deliars—a										Buving	Qual-						
- 100	(thou- oar.da)	of Canada	(thou- sands)	Speak- ing	(add 000)	of Canada	ita in-	ily in- come	Dollars	of Canada	Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	in- dex
Yerk	1,315.0	8,5084	335.1	2.8	2,083,7	7812.2408	1,547	6,000	1,521,979	12.8881	4,542	301,820	245,877	79,833	275,932	46,864	11.5025	136

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THE NEWSPAPER PICTURE IN TORONTO





Here is the **CIRCULATION GROWTH** of the THREE TORONTO NEWSPAPERS

UP 7,796



over the past 4 years

1951

DAILY STAR **DOWN 4,325**

THE TELEGRAM UP 53.059* COPIES DAILY

ending Sept. 30/54

GLOBE AND MAIL UP 7,796 DAILY

ending Sept. 30/51 **236,595**

ending Sept. 30/51

ending Sept. 30/54

DAILY STAR DOWN 4,325 DAILY

The Telegram . . . Canada's Second Largest Newspaper

AND STILL GROWING THE TELEGRAM TORONTO 1, CANADA

MORE THAN 600,000 ADULT BUYERS IN CANADA'S RICHEST MARKET READ THE TELEGRAM

42%

of the total circulation of Toronto Daily Newspapers is distributed outside the Metropolitan Area of Toronto. The actual distribution of this circulation is of the utmost importance to any advertiser who seeks the most for his advertising dollar in the Ontario market.

The facts are at hand . . . write today for your copy of The Globe and Mail "Torontario" booklet.

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TORONTO

Montreal Office: ROOM 414, DRUMMOND BUILDING
U.S. Representatives: SHANNON & ASSOCIATES

ONTARIO - (Continued)

The "SM" symbols mark original, exclu-

		POPULA ES 1/1		E9	NET	EFFEC BUYING ESTIMA	INC	OME 1984				Marrie .	ALES-196	7			SALES ADVER ING CONTR	T13-
COUNTIES	Total	1	Fami-	%	Deliars		Por		Net			On	FIVE ST	ORE GRO of dollars			Buying	Quaj-
PERSON	(thou- sande)	Garrada	(thou-	French Speak- ing	(add	% of Ganada	Cap- ita in- come	Tiy in- come	Dollars (add 000)	of Canada	Per Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	in- dex
Turonto	685.3 11.8 16.7 9.0	.0768	3.6	250	1,129,417 18,934 43,934 15,896	.1139	1,604 2,680	6,937 7,278 8,964 6,358		.1768	121	187,586 5,400 4,792 3,256	315 317	848	195,535 5,424 4,741 5,622	573 926	7.2156 .1253 .1977 .1006	164
Total Above Cities	2,291.7	14.8276	662.9		3,465,352	20.8574	1,512	5,228	3,187,748	26.3235		860,167	429,838	203,485	508,112	81,524	21.2918	144
Province Total	8,181.6	33.3316	1,343.6	10.3	6,657,500	40.0701	1,292	4,984	4,674,890	28.6039	3,479	1,637,768	505,138	280,582	927,093	121,280	38.2825	115
Por Capita Sales									967 3,479			201 772		49 106	180			

MANITOBA

City and Population	ousands	r)	Coun	ity	City	and P	opulation (in these	ısands)	C	ounty	(City and	Populatio	n thousand:	1)	Coun	ty
Brandon	6.4		Division		Portag	e la Pr	rairie 9	.4	Di	vision 6		Boniface nnipeg		27.8 248.7		. Divisi	
Division 1	24.9	.1612	6.2	20.8	14,663	.0063	890 2,388	14,248	.1176	2,297	1,841	3,889	79	4,440	144	.1117	69
Division 2	40.6	.2626	10.1	14.7	25,343	.1826	824 2,509	24,978	.2062	2,473	2,428	4,710	255	8,168	437	.1906	
Division 3	23.9	.1547	8.9	13.3	20,096	.1248	888 2,999	13,249	.1094	1,920	1,738	2,800	87	3,226	240	.1260	81
Division 4	15.6	.1000	4.8	2.0	18,767	.1130	1,203 4,000	11,085	.0065	2,540	1,856	1,320	185	2,671	254	.1087	105
Division S	84.7	.3539	15.4	6.8	48,000	.2926	889 3,188	17,982	.1485	1,168	5,761	3,881	110	3,612	883	.2616	74
O SM, 1955.		81.11						-1		FW 85	Bef	ore using	these figu	res, see o	explanati	on page	761

Canadian Pictographs Appear on Pages 774 and 776

BY ANY RECOGNIZED YARDSTICK . .

more people listen to

CKRC

than any other Manitoba station

BBM

(6-7 times a week)

DAY NIGHT

CKRC 118,000 93,860

Station "B" 107,940 72,570

Station "C" 101,410 71,880

Station "D" 74,820 53,680

ELLIOTT-HAYNES

(Percentage of Listeners) 35.0%

CKRC Station "B" 23.3% Station "C" 21.9%

Station "D" 19.8% These figures are taken from a special summary of city and area reports, 7:00 a.m. to 12:00 midnight, for 1954. Prepared by Elliott-Haynes Ltd.

REPS:

ALL-CANADA RADIO FACILITIES WEED AND COMPANY IN U.S.A.

The "SM" symbols mark original, exclu-sive estimates by SALES MANAGEMENT.

MANITOBA - (Continued)

		POPULA ES 1/1	TION TIMATI	ES	MOTA !	EFFEC BUYING ESTIMA	INC					Tella.	ALES-198		HKZI	M	SALES ADVER INC CONTR	TIS-
COUNTIES	Total	97	Fami-	% French	Dollara	01	Per Cap-	Per Fam-	Net	~	Per	(in		ORE GRO			Buying	Qual
	(thou- sands)	of Canada	(theu-	Speak- ing	(add 000)	of Canada	ita	lity In-	Dollars (add 000)	of Canada	Fam- ily	Food	General Mdse.	Furn House- Radio	Auto- mative	Drug	Power Index	in- dex
Division 6	364.2	2.3565	102.6	9.3	431,523	2.5972	1,185	4,194	392,997	3.2452	3,819	73,627	105,997	15,160	71,308	11,419	2.7435	110
Winnipeg	248.7	1.6092	72.7		307,328	1.8497	1,236	4,227	341,486	2.8199	-	56,031	101,656	14,100	63,342	9,774	2.0927	130
Portage La Prairie	9.4	.0608	2.4		8,020	.0483	853	3,342	14,403	.1189		3,734	1,070	555	2,734	295	.0720	118
St. Boniface	37.8	.1799	7.4		31,398	.1890	1,129	4,248	13,658	.1128		4,252	115	161	1,220	544	.1643	91
Division 7	42.5	.2750	11.6	4.8	35,682	.2148	840	2,998	42,601	.3510	3.572	5,496	5,810	2,293	9.867	781	.2877	97
Brandon	22.2	.1436	6.3		24,106	.1455	1.039	3.836	31,885	.2633	-	4,220	3.963	1.818	6,839	800	.1805	196
Division 8	20.4				16,145	.0971		2,681	13,157	.1088	2,193	2,112	1.835	1,000	2,046	474	.1075	
Division 9	66.8	.4322	18.1	4.2	66,037	.3075		3,648	33,078	.2732	1,827	8,879	1,789	479	5,922	949	.3871	86
Division 10	20.1	.1301	8.7	3.1	17,625	.1061	377	3.092	12,801	.1057	2,246	1,459	2,375	346	3,308	186	.1106	85
Division 11	26.0	.1082	7.5	4.6	24,239	.1459	932	3.068	18.068		2,287	2,182	3,129	111	5,132	625	.1514	
Division 12	24.3	.1572	8.3	10.8	15.743		648	2,499	10,258			1,211	3,901	116	2.078	240	.1042	
Division 13	25.5	.1650	7.1	11.8	16,543	.0998	649	2.330	17,008		2,395	2,069	3,416		3,801	248	.1249	
Dauphin	6.4	.0414	1.7	7	4,768	.0287	745	2,805	11,404	.0042	-	1,460	3,005	150	2,398	166	.0509	
Division 14	24.4	.1579	7.1	2.3	16,628	.1001	681	2,342	13,941	.1151	1,964	1.134	3.096	240	3,577	430	.1162	74
Division 15	13.0	.0841	3.0	7.5	9,261	.0657	712	2.573	8,006	.0661	2.224	661	1.410	110	2,018	188	.0848	7
Division 18	51.4	.3326	12.1	8.6	84,872	.3900	1,262	5,029	22,277	.1840	1,727	3,863	8,197	377	2,405	477	.3100	90
Total Above Cities	314.5	2.0349	90.	5	375,680	2.2612	1,198	4,151	412,836	3.4091		69,715	109,899	16,784	76,533	11,279	2.5604	120
Province Tetal	838.3	5.4241	232.	8.5	842,386	5.070	1,005	3,620	686,217	5.5014	2,863	116,117	157,560	20,064	133,466	17,003	6.2703	97
Per Capita Sales									798 2.861			139	188		159	21 76		

SASKATCHEWAN

City and Population	housand:	(1)	Coun	ty	City	and P	opulation	usands)	C	ounty		City and 1		n kousane	(e)	Cour	nty
Moose Jaw North Battleford Prince Albert	27.3 8.5 19.5		. Divisio Divisio Divisio	n 16	Regins Saskat		76	.5		ivision 6 vision 11	We	rift Curren eyburn orkton		9.3. 7.3. 7.3.		. Divis . Divis . Divis	ion !
Division 1	37.2	.2407	9.9		34,610	.2083	930 3,496	28,234	.2186	2,850	4,753	3,854	182	5,522	502	.2172	90
Division 2	36.4	. 2355	9.2	6.6	31,709	.1908	871 3,447	28,170	.2326	3,082	4,064	3,914	233	6,828	570	.2123	
Weyburn	7.8	.0472	1.4		9,233		1,263 6,588	11,805	.0075		1,486	1,578	186	3,088	242	.0664	141
Division 3	31.0	.2006	8.8	19.5	23,221	.1398	749 2,639	24,500	.2023	2,784	2,939	4,170	228	6,420	329	1797	68
Division 4	17.5	.1132	5.3	9.4	20,188	.1215	1,154 3,809	12,906	.1066	2,435	2,082	1,316	91	3,776	254	.1154	102
Division 5	51.4	.3326	13.7	2.7	40,804	.2458	794 2,978	37,306	:3081	2,723	3,957	7,613	514	8,433	600	.2817	85
Division 6	126.5	.8185	34.4	4.2	157,531	.9481	1,245 4,579	157,938	1.3042	4,591	22,624	44,340	3,365	24,415	3,121	1.0291	128
Regina	76.7	.4963	21.0		107,759	.6486	1,405 5,131	123,119	1.0167		17,878	39,992	3.277	18,629	2.679	.7286	142
Division 7	51.5	.3332	14.9	3.2	78,037	.4577	1,478 5,103	47,363	.3911	3,179	7.911	8,148	1.272	11,127	824	.4128	
Moose Jaw	27.3	.1766	8.2		43,502	.2618	1,593 5,305	33,191	.2741		8,588	5,496	1,251	7,316	660	.2485	300
Division 8	38.9	. 2387	10.8	2.1	33,664	.2028	912 3,117	38.279	.2995	3,359	4,220	4,503	911	10,086	770	.2389	-
Swift Current	9.3	.0802	2.9		12,051	.0725	1,296 4,156	14,755	.1218		1,698	1.637	642	4,678	411	.0648	
Division 9	57.6	.3727	15.2	.7	48,846	.2940	848 3,214	39,513	.3283	2,500	5,634	6,408	999	9,192	742	.3194	
Yorkton	7.8	.0472	1.8		9,897	.0896	1,356 5,498	15,041	.1242		2,238	1,784	-	4,416	384	.0765	

C SM, 1955.

Before using these figures, see explanation page 761

95% COVERAGE

Ask your representative for the facts . . . the figures speak for themselves!

of the OIL-RICH ... FARM-RICH INDUSTRY-RICH Calgary Market!

ONLY IN ...

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SOUTHAM NEWSPAPERS, 388 Yonge St., Toronto, Ontario

F. A. SMYTH, 34 Ludgete Hill, BC. 4
IN UNITED STATES

Cresmer & Woodward, Canadian Division at New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta.



SASKATCHEWAN - (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

			TION TIMATI	E8	Malla.	EFFEC BUYING ESTIMA	INC	OME 1954				S 2773	ALES-188	36 17 5			SALES ADVER INC	TIS-
COUNTIES	Total	0%	Fami-	% French	Dollara	%	Per Gan-	Per Fam-	Nat	%	Per	(le	FIVE ST	ORE GRO			Buving	Qual
	(thou- eands)	% of Canada	(thou-	Speak- ing	(add 000)	of Ganada	itn	ily In-	Dollars	Gan ada	Fam-	Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power Index	in- dex
Division 10	39.5	.2556	10.1	1.6	37,920	.2282	960	3,754	24,874	.2054	2,463	2,081	5.774	100	6,354	537	. 2288	80
Division 11	94.8	.8134	26.6	3.4	136,613	.8223	1,441	5,136	100,578	.8306	3,781	17,905	15,805	3,569	20,298	3,428	.7830	128
Saskatoon	62.5	.4044	17.7		94,400	.5682	1,510	5,333	76,698	.6333		13,897	11,988	3,541	14,332	2,990	.5550	137
Division 12	33.3	.2154	9.0	6.1	28,023	.1686	842	3,114	22,457	.1854	2,495	3,522	3,525	60	5,501	609	, 1830	85
Division 13	32.2	.2084	8.8	2.2	26,399	.1589	820	3,000	26,570	.2194	3,019	3,434	3,786	128	5.911	468	.1870	90
Division 14	84.7	.4186	17.1	7.3	49,539	.2962	786	2,884	44,527	.3877	2,574	5,844	8.787	475	10,240	1,030	.3431	82
Oivision 16	85.3	.5519	20.8	11.4	81,578	.4910	956	3.922	61,359	.5067	2,950	8,198	11,094	872	13,571	1,098	.5079	92
Prince Albert	19.8	.1262	8.0		23,692	.1426	1,218	4,738	25,157	.2077		4,104	3,819	739	5,191	503	.1589	126
Division 16	47.4	.3067	11.1	12.6	41,326		872	3,473	33,141	.2737	2,785	4.730	6,771	506	7,101	1.512	.2678	87
North Battleford	8.5	.0550	2.1		8,627	A.	1,018	4,108	14,992	.1238		2,434	1,187	. 494	4,055	307	.0741	135
Division 17	30.5	.1974	8.2	13.3	25,358	.1527	831	3,092	23,141	.1911	2,822	2,409	6,018	284	4,663	549	.1732	88
Division 18	17.6	.1138	3.8	9.2	15,370	.0025	871	4,045	3,878	.0320	1,020	885	1,561		679		.0786	69
Total Above Cities	218.4	1.4131	60.1		309,151	1.8607	1,410	5,144	314,755	2.5991		49,320	67,431	10,130	61,705	8,176	1.9928	141
Province Total	891.3	5.7669	238.7	6.2	908,738	5.4695	1,020	3,807	750,731	8,1993	3,145	107,172	147,387	13,769	159,038	17,131	5.7479	100
Per Capita Sales													185	18		10		

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THE EDMONTON JOURNAL ... where

DEPARTMENT STORE LINEAGE

OF 1955 SHOWED A

30% INCREASE

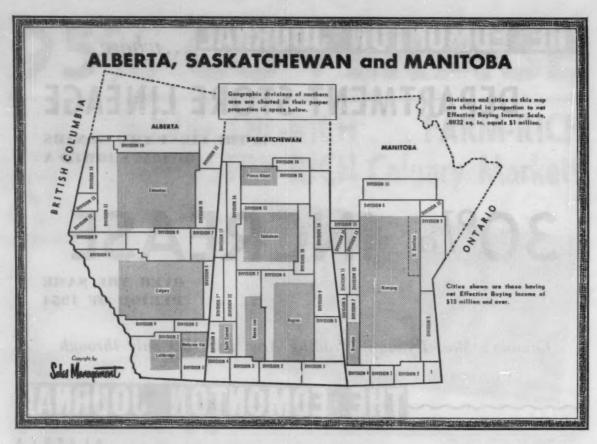
Canada's Most Dynamic Trading Area is SOLD only through

THE EDMONTON JO

				ALB	EKIA
City and Population (in thousands)	County	City and Population (in thousands)	County	City and Population (in thousands)	County
Calgary	Division 6	Edmonton 194.4 Lethbridge 27.2 Medicine Hat 18.3	Division 11Division 2 Division 1	Red Deer	

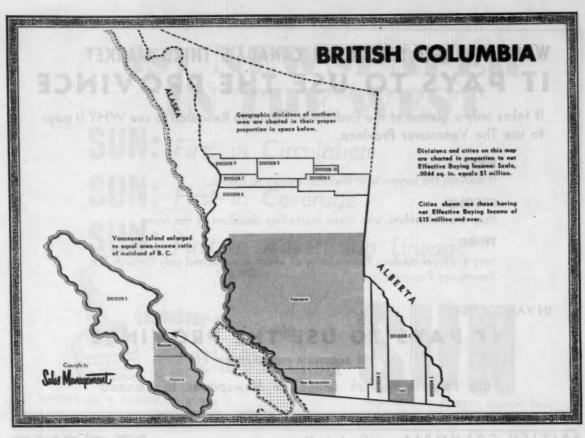
	0	POPULA ES 1/1	TION TIMATE	ES	427	EFFEC BUYING ESTIMA	INC					A COURS	ALES-195				SALES ADVER ING CONTR	TIS-
COUNTIES	Total	01.	Fami-	% French	Dellara	%	Per Can-	Per Fam-	Not	%	Per	(in		ORE GRO			Buying	Qual
H . TO . NO	(thou- sands)	of Canada	(thou- sands)	Speak- ing	(add 000)	Canada	ita Im-	lly In- come	Dollars	of Canada	Fam- ily	Food	General Milse.	Furn House- Radio	Auto- motive	Drug	Power	in- dex
Division 1	39.7	.2566	11.5	1.9	48,448			4,213	34,819	.2875	3,028	7,878	3,847	1,299	9,070	580	.2834	110
Medicine Hat	18.3	.1184	5.7		25,864			4,538	21,374	.1765		4,578	3,517	980	5,479	278	.1545	130
Division 2	78.8	.5099	22.0	2.8	90,995			4,136	81,305	.8714	3,696	15,757	9,744	2,536	18,543	1,966	.6772	113
Lethbridge	27.2	.1760	8.2		35,882	.2140		4,336	43,356	.3580		7,817	3,250	1,766	9,840	887	.2496	142
Division 3	18.9	.1223	5.8	2.9	18,083	.1000	957	3,290	11,794	.0074	2,144	1,687	1,935	128	3,927	242	.1002	88
Division 4	32.1	. 2077	9.4	2.8	33,912	.2041	1,056	3,600	21,048	.1730	2,239	4,274	1,911	273	8,193	519	.1957	94
Division 5	17.8	.1152	8.7	3.1	19,010	.1145	1,068	3,335	10,740	.0027	1,884	1,941	1,507	117	2,700	234	.1089	93
Division 6	223.6	1.4467	67.1	3.3	282,361	1.8994	1,263	4,208	257,868	2.1277	3,840	44,187	84,372	10,683	48,778	5,813	1.7773	121
Calgary	144.7	.9362	45.1	100	206,818	1.2448	1,429	4,586	183,262	1.5133		81,234	41,374	7,850	33,696	3,807	1.2636	131
Division 7	35.6	.2363	9.6	6.1	32,819	.1978	922	3,419	24,203	.1900	2,521	2,001	4,591	278	6,355	619	.2048	81
Division 8	81.8	.5293	22.4	2.8	77,074	.4838	942	3,441	78,517	.6316	3,416	9,485	7,778	1,673	23,616	1,863	.5273	100
Red Deer	10.8	.0699	3.1	1	10,482	.0631	971	3,381	16,892	.1395	1	1,887	2,057	1,498	4,990	200	.0874	1 128
Camrose	4.4	.0285	1.0	N	4,481	.0270	1,018	4,481	10,757	.0888		1,586	440	406	3,048	392	.0458	161
Wetaskiwin	4.1	.0265	1.1		4,168	.0251	1,017	3,789	11,563	.0955		729	976	123	4,993	202	.0465	178
Division 9	34.9	.2268	10.6	3.3	38,354	.2308	1,09	3,618	16,104	.1330	1,519	2,247	4,290	364	3,230	503	.2008	8 81
Division 18	55.1	.3565	15.0	2.1	58,880	.3545	1,000	3,775	32,126	.2053	2,009	3,800	5,423	711	8,415	543	.3281	90
Division 11	271.1	1.7541	74.1	6.8	336,103	2.0229	1,24	4,493	282,574	2.3334	3,778	45,552	68,455	10,384	56,332	8,481	2.0022	110
Edmonton	194.4	1.2578	55.1	1 249	253,924	1.5283	1,300	4,608	221,049	1.8254	13 6	33,488	52,567	8,585	48,923	5,237	1.8681	124
Division 12	19.5	,1202	8.1	8.1	19,876	.1196	1,019	3,427	9,308	.0789	1,604	1,932	2,365	82	1,900	188	.1081	1 81

Canadian Pictographs Appear on Pages 774 and 776



COUNTIES CITIES	POPULATION ESTIMATES 1/1/55				NET EFFECTIVE BUYING INCOME ESTIMATES—1884					RETAIL S	ALES-191		SALES AND ADVERTIS- ING CONTROLS					
	Total	07.	Fami-	% French	Dollars		Par Cap-	Per Fam-	Dollars	% ef Canada	Por Fam- ily	FIVE STORE GROUPS (in thousands of dollars—add 000)					Baying	Quality
	(thou- sands)	of Canada	(thou-	Speak- ing	(add 000)	% of Canada	ita In-	liy				Food	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	in- dex
Division 13 Division 14 Division 18	33.4 51.7 24.0	.3345	8.4 14.3 6.3	11.8	27,241 44,410 16,238	.1840 .2873 .0877	859	3,243 3,106 2,577	13,937 28,806 12,606	.2214	1,859 1,875 2,001	1,294 2,592 1,816	4,145 7,338 3,088	130 814 209	3,302 8,868 3,301	177 491 198	.1507 .2670 .1112	80
Olvision 16	35.8 12.8	20000		6.4	27,108 4,908	.1632	~ ===	2,502 1,692	22,871 2,312	.1872	2,150 797	1,467 85	5,412 1,430	317 45	6,182 133	376 48	.1840	
Total Above Cities	403.9	2.6133	119.3		541,289	3.2580	1,340	4,537	508,253	4.1970		81,289	103,190	21,286	105,909	10,998	3.4107	131
Prevince Total	1,086.6	6.9012	302.4	6.0	1,175,841	7.0771	1,102	3,000	936,833	7.7336	3,097	148,225	185,008	29,723	206,876	20,861	7.2300	105
Per Capita Sales Per Family Sales									878 3,097			139	174 614	28	194	20		

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



The "SM" symbols mark sive estimates by SALES	MANAG	EMENT.		1/100					BRI'	112	H	COL	. U M	BIA	- (Cont	inued	1)	
City and Population	housand	5)	Cour	ity	City	y and P			usands)	. Co	ounty	238.7	City and		on thousand	(3)	Coun	ty	
Chilliwack	8.5 9.3 10.9		Divis.	ion 6 ion 3 ion 5	Pentio			1	0.2 1.8 8.6 6.7	Di	vision vision vision vision	3 T 5 V 8 V	rince Rup rail ancouver. ernon ictoria		. 12.5 .378.6 8.4		. Divisi . Divisi . Divisi . Divisi . Divisi	ion 2 ion 4	
TE E	POPULATION ESTIMATES 1/1/88				NET EFFECTIVE BUYING INCOME ESTIMATES—1964				RETAIL				IL SALES-1964 ESTIMATES					SALES AND ADVERTIS- ING CONTROLS	
COUNTIES	Total	01	Fami-	% French	Dellara	~	Per	Per Fam-		6%	Per	(li			ORE GROUPS of dellars—add 000)			Qual-	
	(thou- sands)	of Canada	(thou-	Speak- ing	(add 080)	(add of ita fly	ily in-	Dollars (add 000)	ara of	Fam- ily	Food	General Mdes.	Furn House- Radio	Auto- motive	Drug	Buying Power Index	in- dex		
Division 1	27.6	.1785	8.0		41,558	.2501	1,506	5,195	24,468	.2020	3,058	5,750		517	8,553	383	.2213		
Division 2	60.3		17.9		90,234	00000		5,041	49,796		2,782	11,510		2,484	10,481	946	.4730		
Nelson	7.0		3.5		9,568			4,160	13,492	.1114		2,437	1,399	767	4,536	196	.0713		
Trail			3.4		19,660			5,444	15,724	.1298		3,363	2,451	1,130	8,548	261	.1141		
Division 3	77.8				61,156			2,682	68,486		3,004	16,490	7,506	1,637	16,863	1,493	.4544	-	
Kelowna					8,207	.0494		3,157	13,804			2,764	1,178	064	2,766	215	.0709		
Penticton	11.8				10,732 6,716			3,354	13,706 13,912	.1132		3,122		360 280	3,814 4,240	317 386	.0815		

Not a REview . . . but a PREview

of next month's retail sales volume in more than 200 cities. In every first-of-the-month issue SALES MANAGE-MENT forecasts what the month's retail sales will be in leading U. S. and Canadian Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between Surveys, "High-Spot Cities" alerts you to changes in the making . . . each month.

WHEN YOU ARE SELLING IN CANADA'S THIRD MARKET IT PAYS TO USE THE PROVINCE

It takes only a glance at the findings of Gruneau Research to see WHY it pays to use The Vancouver Province.

FIRST

it delivers the buyers with the most money to spend.

SECOND

they are subscribers, who make marketing decisions in the home.

THIRD

they are loyal readers, the majority of whom are reached only through The Vancouver Province.

IN VANCOUVER

IT PAYS TO USE THE PROVINCE

A SOUTHAM NEWSPAPER

6th Largest English Language Newspaper in Canada

BRITISH COLUMBIA - (Continued)

The "SM" symbols mark original, exclu-

GOUNTIES *		POPULA ES 1/1	TION TIMATI	ES	NET EFFECTIVE BUYING INCOME ESTIMATES—1954				RETAIL SALES—1984 ESTIMATES								SALES AND ADVERTIS- ING CONTROLS	
	Total (thou- eands) Ganada (thou- speak- eands) 7%	01			Dollars		Per Cap-	Per	Net	%	Per	(in thousands of deliars—add 000)					Buving	Quality
		(add of ita ity			(add 000) Canada lly			Feed	General Mdee.	Furn House- Radio	Auto- motive	Drug	Power Index	In- dex				
Division 4	728.8	4.7188	218.6	3.5	996,870	6,0000	1,368	4,539	751,833	8.2084	3,424	136,902	180,232	31,130	158,971	19,679	5.8058	123
Vancouver	378.6	2.4496	117.5	100	634,857	3.8211	1,677	5,403	535,819	4.4246		79,160	121,770	23,630	117,611	13,583	8.7279	152
New Westminster	30.2	.1954	8.9		42,373	.2550	1,403	4,761	57,101	.4715		10,566	8,483	2,779	12,678	1,066	.3080	158
Chilliwack	6.3	.0408	1.8	151	7,056	.0425	1,120	3,920	17,971	.1484		2,371	1,864	1,039	4,393	489	.0739	181
Division 5	248.3	1.8066	75.8	2.9	334,995	2.0162	1,349	4,419	210,182	1.7356	2,773	42,630	45,528	8,407	41,002	4,370	1.8501	115
Nanaimo	10.9	.0705	3.6		16,570	.0997	1,520	4,603	21,296	.1789		2,231	3,745	514	6,719	348	.1167	166
Victoria	53.2	.3442	17.3		71,830	.4323	1,350	4,152	102,400	.8456		15,627	23,902	6,197	20,024	1,804	.5387	157
Port Alberni	8.6	.0856	2.6		10,890	.0655	1,266	4,188	11,908	.0983		1,305	3,135	462	2,485	261	.0734	133

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FIFTY MILLION in Retail Trade in PRIMARY Coverage Area.

"BEST BUY" IN *NON-METROPOLITAN B.C.

FIRST in S-M "Quality of Market Index"
FIRST in Drug Sales
SECOND in Retail Trade
THIRD in Furniture-Household-Radio Sales

*Excluding only Greater Vancouver & Victoria

RADIO CHWK CHILLIWACK B.C.

Reps. All-Canada Radio Facilities Ltd.-Weed & Co.

1ST NEWSPAPER IN THE WEST

SUN: First in Circulation

SUN: First in Coverage

SUN: First in Advertising Lineage



VANCOUVER REACHES FOR

The Vancouver

SUN

TORONTO - C. M. PEARSON, Star Building

MONTREAL - R. C. BOYD, University Tower

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

BRITISH COLUMBIA

COUNTIES CITIES	POPULATION ESTIMATES 1/1/85				NET EFFECTIVE BUYING INCOME ESTIMATES—1954				RETAIL SALES—1984 ESTIMATES								SALES AND ADVERTIS- ING CONTROLS	
	Total	er.	Fami-	% French	Deliare	~	Per Cap-	Per Fam-	Not Dollars (add 00C)	of Canada	Per Fam- ily	FIVE STORE GROUPS (in thousands of deliars—add 000)					Buving	Quality
	(thou- sands)	% of Ganada	(thou-	Speak- ing	(add 000)	% of Canaria	ita In-	ita lily				Foed	General Mdse.	Furn House- Radio	Auto- motive	Drug	Power	in- des
Division 6	41.9	.2711	12.4	4.4	44,538	.2881	1,063	3,592	36,687	,3030	2,958	11,300	8,948	504	8,322	520	.2792	103
Kamloops	8.5	.0550	2.6		12,826	.0772	1,509	4,933	15,239	.1258	MA	3,535	1,725	418	2,964	306	.0873	159
Division 7	18.3	.1184	5.0	4.2	28,739	.1809	1,481	5,348	12,985	.1070	2,503	1,978	6,533	295	1,052	128	.1362	115
Division 8	46.8	.3028	13.2	6.0	41,932	.2524	896	3,177	42,815	.3536	3,244	9,430	7,655	1,338	10,659	779	.2929	97
Prince George	6.7	.0434	1.8	1	7,303	.0440	1,090	4,057	14,402	.1189		2,910	1,328	1,171	3,807	285	.0664	153
Division 9	20.9	.1352	5.3	3.9	26,138	.1573	1,251	4,932	19,008	.1569	3,886	4,880	3,508	826	2,619	385	.1527	113
Prince Rupert	9.5	.0615	2.8	t	13,803	.0831	1,453	4,930	13,463	.1112		3,400	1,233	739	1,819	315	.0872	142
Division 10	17.2	.1113	5.1	7.2	7,250	.0437	422	1,423	14,451	.1194	2,834	1,592	3,359	71	4,918	237	.0800	72
Total Above Cities	561.5	3.6331	173.8		872,331	5.2504	1,554	5,019	860,237	7.1035		135,093	174,761	40,270	191,401	19,802	5.4829	151
Province Total	1287.9	8.3330	385.1	3.6	1,671,418	10.0599	1,298	4,340	1,230,691	10.1627	3,196	242,581	247,478	47,289	258,530	28,918	9.7484	117
Per Capita Sales Per Family Sales									956 3,198			188	192 643	37 123	201 671	22 75		

O SM, 1955.

Before using these figures, see explanation page 761

BOTH SIDES OF THE TABLE TALK THE SAME LANGUAGE

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*, with very few exceptions. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.



CIRCULATION OF CANADIAN SURVEY Publication Date—May 10

In Canada—4,000 to all presidents and key sales and advertising executives of every major national, regional and branch manufacturer. (Source: The National List.) Includes over 950 presidents, media directors, media buyers in every Canadian advertising agency.

In the U.S.A.—25,000 as part of U.S. Survey edition, restricted to top management, sales, advertising executives of companies with national or international distribution — and their advertising agencies.

Reprints of the 1955 Canadian "Survey of Buying Power" may be obtained from the New York office of SALES MANAGEMENT at \$1.00 a copy. For additional quantities bulk rates at a reduced price are available on request. Complete copies including all U. S. and Canadian data are available at \$4.00 each.

Sales Management

THE MAGAZINE OF MARKETING 386 Fourth Avenue

New York 16, N. Y. U.S.A.

"I suddenly discovered that I have started to plan advertising campaigns without the benefit of the very valuable information contained in your 'Survey of Buying Power' Canadian Edition—1954". W. H. Reeves, Media Director, I. I. Gibbons Limited.

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"For our client, International Harvester Company of Canada Limited we need a copy of your 1954 Survey of Canadian Buying Power." T. H. Dear, Russell T. Kelley, Limited . . .

"Would it be possible to get back issues of the Canadian Survey? We would like them in order to compare each area's buying power index over the eight years that you have measured them and thereby get an idea of the more rapidly growing markets." J. G. Dickinson, mkt. research, Northern Electric Co., Limited

"The information contained in your Canadian edition of Sales Management, is used extensively in our planning and it naturally serves as a check on our own distribution experience." W. R. Noakes, Manager of Sales, Canada Foundries & Forgings, Limited . . .

"We find this data very helpful in charting our national advertising program." A. Usher, Gen. Adv. Mgr., RCA Victor Company, Ltd. . . .

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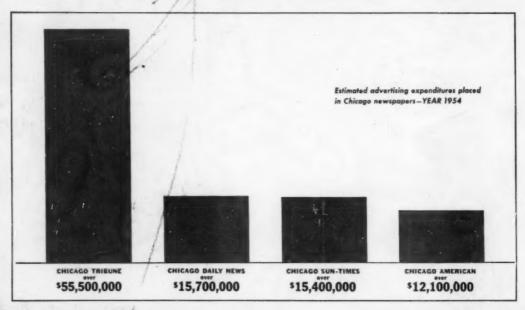
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Only the Tribune has the breadth and penetration of circulation which advertisers need in order to take full advantage of Chicago's huge buying activity. With more than 900,000 total net paid on weekdays, the Tribune has 50% more daily circulation than any other Chicago newspaper. And, with over 1,400,000 net paid on Sunday—the

Tribune has over 75% more Sunday circulation than any other Chicago newspaper.

A newspaper grows by the confidence it inspires among readers and advertisers. For more than 37 years more people have read the Tribune than have read any other Chicago newspaper. The leadership of the Tribune in advertising, year after year for 44 years, is unmistakable evidence that the Tribune is Chicago's most productive advertising medium.

A Tribune representative will be glad to present a promotion program that will help you take maximum advantage of your sales potentials here. Why not ask him to call?

Chicago Tribune